June Diversity Spotlight Recipient: University of Wisconsin-River Falls

A group of more than 50 UW-River Falls student-athletes held a donation drive to collect items to help areas negatively affected by the riots in the aftermath of the George Floyd murder. UW-River Falls is located 30 minutes away from St. Paul, MN and 40 minutes from Minneapolis, MN. Student-athletes used their social media platforms to raise awareness for the event held on June 5th and also connected with many local to support the event.

Here are the details:

- Raised and donated $2,216 to We Push for Peace in Minneapolis.
- Raised and donated over a U-Haul (10 ft) truck full of supplies from water, perishable foods, hygiene products, baby products, cleaning supplies, toys, and much more.
- There were more than 50 student-athletes helping local residents loading items out of the cars, others organizing the tables full of supplies, some holding signs on Main Street to increase awareness, and there were other student-athletes advocating for Black Lives Matter.

In one of UW-River Falls student-athlete’s words, “This had a major impact on everyone involved because it shows how a group of people can bring a community together and help those in need.”