



FOR IMMEDIATE RELEASE
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**Herrling Clark Law Firm wrapping up small-business
support effort with nod to educators**
*#Were With You Wednesday will provide
\$100 gift cards to local teachers to help stock, decorate classrooms*

APPLETON, WI – A gift card giveaway program launched in March by law firm Herrling Clark that has given away thousands of dollars in gift cards to local small businesses in effort to help such outlets during the economic slowdown caused by COVID-19 will be wrapping up this week with special recognition to local teachers as the new school year approaches.

Known as #WereWithYouWednesday, the social media-driven effort began at the outset of #SaferAtHome with the goal of “supporting small businesses and each other.” This Wednesday, Aug. 12th, will be the final giveaway of gift cards with a total value of \$900 via the firm’s [Facebook](#) and Instagram accounts, which have engaged more than 100,000 people over the course of the initiative. Four additional gift cards valued at \$100 each will be given to four different teachers in an effort to help them stock and decorate their classrooms for the coming school year.

To bring people together, those interested in winning gift cards have been encouraged each week to engage with others in a fun way via Herrling Clark’s Facebook and Instagram accounts. This week the four educators’ receiving gift cards will be chosen based on comment tags.

“We’ve asked folks for book recommendations, shout outs to their favorite businesses, or to share favorite memories of their hometowns. Given that another school year is around the corner we thought it would be a great way to wrap up this effort by encouraging support for our local educators,” said attorney Kristen Scheuerman, a partner at Herrling Clark.

Herrling Clark has invested about \$15,000 into the #WereWithYouWednesday effort. Weiss Law Office also provided support for this final giveaway, and McCarty Law Firm has started its own community support campaign.

“We have received tremendous feedback from the community and the businesses we worked with throughout this campaign,” Scheuerman said. “Our goal going into this was to not only give local businesses some cash flow and a spotlight, but to create a sense of community even though we may have all been apart.

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#WereWithYouWednesday

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“We wanted people to know that we would be here for them and encourage those who were able to pay it forward too. We also hoped that other businesses would be able to step up and help others in a similar way, and it’s wonderful to see that happening.”

While the initiative required a fair amount of work, Scheuerman enlisted the help of her 8-year-old daughter, Quinn, (who enjoyed being called the #WereWithYouWednesday Executive Director) to help manage the social media accounts, and organize and distribute the gift cards to winners.

“We’ve always included a hand-written note with every gift card we sent out because we know that a little kindness can go a long way to lifting someone’s spirits. But all of the stickers on the envelopes we put in the mail are a credit to Quinn,” Scheuerman said.

Scheuerman acknowledged an ongoing need to support local small businesses and the people of the Fox Cities.

“No question, business owners and their workers are still feeling the impact of the economic slowdown, and the people who call the Fox Cities home, our neighbors, are still feeling uncertain, which is why we’re excited others are stepping up to help,” Scheuerman said.

About Herrling Clark

As a hometown law office, [Herrling Clark Law Firm, Ltd.](#) is closely tied to the Fox Valley. In 1959, Don Herrling opened his law practice in downtown Appleton, Wisconsin. Since then, the firm has grown along with Appleton and the Fox Valley, but maintains a strong local connection to the community where many of the firm’s attorneys and staff live and support community events and civic activities. From personal injury to estate planning, family law to business law, [our practice areas](#) are built around meeting our clients' needs. Herrling Clark has offices in Appleton, Green Bay, and New London, WI.