



**For Immediate Release**

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**New North Applauds Steps Taken to Save 400 Kimberly-Clark Manufacturing Jobs in Northeast Wisconsin, Supports Solution to Retain Cold Spring Facility**

NEW NORTH, August 21, 2018 – New North, Inc. is the regional economic development organization serving Northeast Wisconsin with a tradition of strategic efforts focused on talent development and business development. Retention of the Cold Spring Kimberly-Clark facility is important to maintaining existing talent in the region (at 400 employees) and to continuing new investment in this production facility (estimated at 119 million dollars over the next few years). We readily support all efforts to retain the operation, including necessary incentives.

A great amount of effort has been put forth by local and state elected officials and by the Wisconsin Economic Development Corporation to find an effective legislative solution. We applaud that work, and are hopeful that final steps can be taken to save the jobs, most of them union-affiliated. Keeping quality manufacturing jobs in Northeast Wisconsin is a critical priority.

Retaining this facility also assures continued indirect job and economic impacts related to purchased services, supplies, and materials provided to this plant by Wisconsin firms (estimated at 32 million dollars per year). It would be a huge win for Northeast Wisconsin to save this legacy manufacturing facility from closure and prevent the resultant jobs loss.

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*New North, Inc., is a 501(c)3 non-profit, regional marketing and economic development organization fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. To find out more information about New North, Inc., please visit our website at [www.thenewnorth.com](http://www.thenewnorth.com).*