

# NEWS RELEASE



# SONS OF NORWAY

## For Immediate Release

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### SONS OF NORWAY...

- ★ Is the largest Norwegian-American organization in the world
- ★ Works to preserve and promote Norwegian heritage and culture
- ★ Provides financial protection through quality insurance products
- ★ Awards scholarships and grants to support individual lodges in their studies, projects, programs and humanitarian efforts

### **NFCA Honors “Fraternalist-in-Action” for Volunteerism** *Sons of Norway Member Sherman Ginsberg named Fraternal MVP.*

Minneapolis, February 26-- The National Fraternal Congress of America (NFCA) is proud to recognize Sherman (Sandy) Ginsberg—a member of Sons of Norway, Lodge Garborg #3-265, in Valley Stream, New York—as a Fraternal MVP (Most Valuable Participant) for the week of February 26, 2007. Fraternal MVPs are “Fraternalists-in-Action” who volunteer their time and energy to strengthen their communities through participation in local lodge activities and other charitable endeavors.

“The NFCA wishes to salute those individuals as true fraternalists,” said NFCA Chair of the Board Janice U. Whipple. “As a Fraternal MVP, Sherman Ginsberg embodies the heart of fraternalism through his hard work, dedication and generosity.”

Ginsberg has been a devoted member of Sons of Norway since he joined in 1971. Having served in multiple lodge and district positions, and later as an International Director, he currently holds the position of Vice President of his lodge, Garborg #3-265 Valley Stream, NY.

Among his many accomplishments, the most remarkable is his fundraising effort for the Sons of Norway District #3 Land of the Vikings property. Heading up the committee to find funding for this outstanding recreational and educational facility, Ginsberg guided a campaign yielding \$120,000 for the project in just over a month’s time.

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In addition to his work with Sons of Norway, Ginsberg participates in the New York City Syttende Mai parade committee as emcee and general chair, and serves on the Executive Board of the Norwegian Immigration Association (NIA). As part of the NIA, he has been invited to the United Nations. His volunteerism also extends to the Norwegian Seamen's Church, where he is an active member, and to the Alumni Association at Clarkson University, where he mentors students. In 1995, Ginsberg received the Ellis Island Medal of Honor for his work in promoting and preserving Norwegian culture and heritage.

A retired civil engineer, Ginsberg lives in New York City with his wife, Ruth. They have two grown children, Kari and Thor.

Fraternal MVPs are part of the NFCA's Fraternalists-in-Action program, which recognizes individuals whose unique stories best represent 21st Century fraternalism. These fraternalists demonstrate exceptional compassion and vision through their volunteer activities.

### **About Sons of Norway**

Sons of Norway was organized as a fraternal benefit society by 18 Norwegian immigrants in Minneapolis, Minnesota, on January 16, 1895. The mission of Sons of Norway is to promote and preserve the heritage and culture of Norway and provide quality insurance and financial products to its members. For more information, visit [www.sofn.com](http://www.sofn.com).

### **About the NFCA**

The 121-year-old NFCA unites 77 not-for-profit fraternal benefit societies operating in all 50 states, the District of Columbia and Canada. The association represents 10 million fraternalists in 36,000 local chapters, making it one of America's largest member-volunteer networks. Fraternal benefit societies provide their members with leadership, social, educational, spiritual, patriotic, scholarship, financial and volunteer-service opportunities. Combined, the NFCA's member-societies maintain more than \$324 billion of life insurance-in-force and, in 2005 alone, contributed almost \$400 million to charitable and fraternal programs, and volunteered 93 million hours for community-service projects. These statistics demonstrate the commitment that fraternalists make to those in need and exemplify the true meaning of the NFCA signature phrase: Joining Hands to Touch Lives. For more information, visit the NFCA's Web site at [www.nfcnet.org](http://www.nfcnet.org).