

# NEWS RELEASE



# SONS OF NORWAY

**For Immediate Release**

**Contact:** Erik Evans  
612-821-4623  
800-945-8851  
eevans@sofn.com

## Sons of Norway Announces New CEO

Minneapolis, October 6, 2009—Eivind Heiberg has been named the new Chief Executive Officer of Sons of Norway, succeeding John M. Lund who retired earlier this summer after more than 20 years of distinguished service to the Minneapolis-based fraternal benefit society.

Heiberg, who has been with Sons of Norway since late 2002, has served as the organization's Fraternal Director and, more recently, Interim CEO. His appointment to the permanent, full-time position takes effect immediately.

Sons of Norway International President Dan Rude said, "Eivind Heiberg has been a passionate, dedicated and talented leader within Sons of Norway for a number of years now and his leadership skills as well as commitment to our mission is visible to anyone who has ever had the pleasure of meeting him."

Prior to being named CEO, Heiberg served as Sons of Norway's Fraternal Director. In that role he was responsible for growing both the fraternal programming and benefits offered to members as well as the oversight of the more than 400 Sons of Norway lodges throughout North America and Norway. In doing so, Heiberg increased Sons of Norway's visibility within the Norwegian-American community launched a number of new, innovative campaigns for the 114 year old organization.

-more-

### 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

1455 W. Lake Street  
Minneapolis, MN  
55408  
800-945-8851  
[www.sonsofnorway.com](http://www.sonsofnorway.com)

## **New CEO Page 2**

More recently, Heiberg was named the temporary Interim CEO in July of this year, which came on the heels of the announcement of former CEO John Lund's retirement. During his time as Interim CEO, Heiberg was responsible for the day-to-day operations of Sons of Norway.

Heiberg, age 39, is a native of Halden Norway. He has a B.A. from Concordia in Business Administration and Mass Communications. Heiberg and his wife Stephanie are the proud parents of triplets.

###