

Fundraiser Spotlight: Dave Flannery/Apple Holler, Apple Orchard Walk & Fundraiser

More than 600 people turned out for the 9th annual Apple Orchard Walk & Fundraiser at Apple Holler on Saturday, Aug. 24.

“This is a personal issue for me,” said Dave Flannery, owner and CEO of Apple Holler. “Three of my sisters have multiple sclerosis. So I have a very special interest in doing what I can to fight this disease, or even find a cure. It is very touching for my family and me to see so many people come out to Apple Holler to support such a worthy cause.



The morning event included an all-you-can-eat pancake breakfast at Apple Holler’s restaurant, on-site entertainment including a kids dance competition, and one-mile walk through the orchard. (A tractor-drawn wagon was available for those who couldn’t walk the route.) The entry fee of \$20 per walker (\$19 per walker for groups of six or more people) included a one-half peck bag for Paula Red apples, the apple pancake breakfast and one raffle ticket. Additional raffle tickets were also sold.

The total amount raised is still being tallied, but last year’s event generated \$12,500.

The 10th annual Apple Orchard Walk & Fundraiser will be held Saturday, Aug. 23, 2014.

If you’ve hosted or participated in a Do It Yourself (DIY) Fundraiser like the Apple Orchard Walk & Fundraiser, tell us about it! Email info.wisMS@nmss.org.