



PRESS RELEASE

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Brenda Knutson Honored by Junior Achievement for Two Decades of Volunteer Service



Eau Claire, WI — Junior Achievement of Wisconsin – Northwest Area recently recognized Brenda Knutson, Prevail Bank’s Vice President of Marketing, as the 2025 Volunteer Hero for her outstanding dedication and impact as a mentor, celebrating more than 20 years of service to students across Eau Claire, Altoona, and Menomonie.

Since 2000, Brenda has been a driving force behind Junior Achievement’s mission to prepare young people for success. Through engaging classroom sessions, she has introduced countless students to essential life skills such as financial literacy, entrepreneurship, and career readiness. Her approach goes beyond teaching—Brenda builds meaningful connections that inspire confidence and help students discover their potential.

“Some of my favorite moments are when a student says, ‘I didn’t know I could do this,’” Brenda shared. “Junior Achievement isn’t just about lessons—it’s about sparking curiosity and showing the students that their goals and dreams are possible.”

Nathan Quinnell, Prevail Bank’s President & CEO, praised her commitment: “Brenda exemplifies what community involvement means at Prevail Bank. Her passion for empowering youth reflects our core values of strengthening local communities and investing in future generations. We are incredibly proud of her dedication and the positive impact she continues to make.”

Prevail Bank is committed to supporting initiatives that build stronger communities, and Brenda’s work with Junior Achievement is a shining example of that mission in action.

Junior Achievement acknowledged Brenda as a true champion of youth empowerment and a valued partner in shaping brighter futures.

Pictured is Brenda Knutson, Prevail Bank Vice President of Marketing, holding her 2025 Junior Achievement Volunteer HERO Award. Photo compliments of Tim Abraham Photography.

About Junior Achievement

Junior Achievement is dedicated to inspiring and preparing young people to succeed in a global economy through programs focused on financial literacy, entrepreneurship, and work readiness.

<https://northwestwisconsin.ja.org/>

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Prevail Bank is a federally chartered savings bank founded in 1934 with locations in Baraboo, Eau Claire, Marshfield, Medford, Owen, Phillips, Stevens Point, Wausau, and Wisconsin Rapids.