



## PRESS RELEASE

### **WLUC Initiates the Carl V. Pellonpaa Lifetime Achievement Award**

Negaunee, Mich. –

In honor of the late Carl Pellonpaa, WLUC is establishing the Carl V. Pellonpaa Lifetime Achievement Award. The award will be given to individuals in recognition of their service to the Upper Peninsula over the course of a lifetime. It will honor their distinction in various business, volunteer, government, academic, artistic, and social fields. The award will acknowledge significant contributions to the advancement and development of Upper Michigan.

WLUC Vice President and General Manager, Rick Rhoades said, "We are paying tribute to a broadcast legend, Carl Pellonpaa, with this award. Carl was all about serving the Upper Peninsula, and everything he did throughout his career was to achieve that goal. Our intention is to remember him every year by recognizing an individual who has similarly dedicated a lifetime of service to Upper Michigan".

The announcement of the award is being made on December 31, 2018 which would have been Carl's 88<sup>th</sup> birthday.

The recipient of the honor will be announced each year in mid-February. The award will be presented at a luncheon on March 25, in recognition of the first air date, March 25, 1962, of the Finland Calling program on TV6.

Carl's service to the Finnish population of the Upper Peninsula began and ended with "Finland Calling". He hosted the program on TV6 for 53 years. Also known in Finnish as "Suomi Kutsuu", it was the only Finnish language television show in the United States, and was also the longest-running TV program with the same host in broadcast history.

Among the hundreds of guests on the program, Carl had the privilege of interviewing two Presidents of Finland; President Urho Kekkonen in 1996 and President Tarja Halonen in 2003.

Carl also organized numerous Finland Calling dances throughout the Upper Peninsula and Canada.

Carl's community service record includes his role as Chairman of Finn Fest 1996 held in Marquette, Michigan. And as an unofficial "ambassador" to Finland, Carl traveled to that country 32 times and visited all of the Scandinavian Countries. .

Carl's service to the community included public office, as he was elected to the Marquette County Board of Supervisors (Commissioners) serving 9 years and Chairman in 1971 and 1972. He was also appointed by then Governor William Milliken to State Highway Commission (now Transportation Commission) in 1973 and served in that capacity for 13 ½ years.

Carl received many distinguished honors and awards throughout his life. In 1988 he received The Knight of the Order of the White Rose. He served as Honorary Consul of Finland for 2 terms, 1970 and 1990. In 1988, The Marquette Welcome Center was named in his honor for service on the Michigan State Transportation Board of Commissioners. In 1994 he received the Gold Award from the Finnish Society at Finn Fest USA. The Board of Directors of the Institute of Migration granted him the 2012 John Morton Award given annually to an accomplished person engaged in research, documentation on the subject of Finnish migration or multiculturalism.

Carl was also the lead announcer at many sporting events especially ski jumping tournaments in Ishpeming and Iron Mountain.

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