



'Focus' is the model of the car offered as the grand prize in a local high

school achievement contest...and the chance of winning that car is leading many students to sharpen their focus this year.

The Trust Point company announced last summer that it would award a new Ford Focus, tax-free, to a deserving senior from one of five La Crosse area high schools. Trust Point president Kent Handel believed that a car would give many young people incentive to do well in class...and that seems to be happening:

[\(Click for Audio\)](#)

Ninety-nine students qualified for the contest by an October deadline. The winner, to be chosen by a select committee, could receive the car at next year's Riverfest.