

Toughing it out at the Rotary Lights display in La Crosse. You'll see volunteers in Riverside Park tonight, braving the cold to help collect food and cash for the hungry at the display. And the bitter cold can make a difference to the numbers that experience the lights

Rotary Lights president Pat Stephens. Although the cold can keep the walkers away, the snow also brings more people to see the lights. The display stays lit until the New Year.