



FOR IMMEDIATE RELEASE

Green Bay Packers: Trials, Triumphs, and Traditions Taking Over the Neville

Green Bay, WI---August 21, 2014---On August 27, 2014, at 7pm at the Neville Museum, join Wisconsin native William Povletich as he tells the improbable story of professional football's most iconic team and along the way gives a unique window into the rise of modern professional sports.

The history of the Green Bay Packers is as much a story of business creativity as gridiron supremacy. Behind every Packer who became a legend on the field, there was an Andrew Turnbull, Dominic Olejniczak, and Bob Harlan; leaders whose creative dedication toward preserving the franchise was unwavering. "Green Bay Packers: Trials, Triumphs, and Traditions" tells the improbable story of how the smallest franchise in American professional sports stands alone as the only professional sports franchise owned by fans, thus providing the only public record of how a sports team is run. A book signing will follow the program.

In addition to "Green Bay Packers: Trials, Triumphs and Tradition" (Wisconsin Historical Society Press, 2012), William Povletich is the author of "Some Like It Cold: A Sheboygan Surfin' Safari" (Clerisy Press, 2010), Milwaukee Braves: Heroes and Heartbreak (Wisconsin Historical Society Press, 2009), and "Green Bay Packers: Legends in Green and Gold" (Arcadia Publishing, 2005) as well as many magazine articles on sports and entertainment. An Emmy Award-nominated and Peabody Award-winning documentary filmmaker whose works have received both international acclaim and audience success, he recently produced "Botched" for the E! Network, "Trisha's Southern Kitchen" for The Food Network, and "A Braves New World" for Milwaukee Public Television.

Trials, Triumphs, and Traditions is free and open to the public.

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