



**FOR IMMEDIATE RELEASE:**

**Down, Set, Hike! Join us for Associated Bank & Green Bay Packers Cheerleader Day**

Green Bay, WI—July 30, 2012—Join us at the Neville on Saturday, August 4<sup>th</sup> for Associated Bank and Green Bay Packers Cheerleader Day from 9 a.m. to 5 p.m. Associated Bank customers will receive a 50% admission discount (with proof of Associated Bank membership) and anyone who comes dressed in a cheerleading uniform will receive \$1 off of admission.

Green Bay Packers cheerleaders (made up of UWGB and St. Norbert students), will perform routines, stunts, share tips, stories and sign autographs. UWGB will be present from 11 to noon and St. Norbert from 2:00 p.m. to 4:00 p.m.

Associated Bank representatives will be at the Neville throughout the day, celebrating their Best of the Bay award with clients. Prizes and raffles will be available.

Associated Bank and Green Bay Packers Cheerleader Day are in conjunction with *Football: The Exhibit*. *Football* is the Neville's interactive display which explores the science, technology, engineering and math (STEM) behind the game! See how you hold up to a lineman by measuring your strength with the "Grip Tester." Think you're fast enough to out-run the defense? Then bring your running shoes to the Sprint Track. *Football* covers everything from the history of the sport, to the equipment, to the cutting edge medical technology used to treat common injuries. You'll also discover key concepts like collisions, peripheral vision, and balance, too. So what are you waiting for? Put your helmet on, get in there and score a touchdown at *Football!* *Football* is on display through September 9, 2012.

*Football* is presented by the Green Bay Packers with additional support from Associated Bank, Prevea Sports Medicine and NBC 26.



*Football* has been developed by the Museum of Discovery, Little Rock, Arkansas.

Editorial expansion of story available upon request.

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