

Milwaukee Public Schools

September 25, 2006

Packer Mark Tauscher challenges MPS students to read *Trades helmet for 'Cat in the Hat' garb to roll out reading challenge*

Mark Tauscher, offensive lineman for the Green Bay Packers, continues his winning drive for literacy.

Tauscher's TRIFECTA Foundation, along with Associated Bank, kicks off its annual reading challenge at 11 a.m. on Tuesday, Sept. 26. For that kickoff, Tauscher will set aside his football helmet for a large red and white striped hat, the kind of hat that figures prominently in "The Cat in



the Hat" by Dr. Seuss.

"There's not much I wouldn't do to inspire students to read," said Tauscher, who has a master's degree in education.

On Tuesday, Tauscher will visit Pierce Elementary School, 2765 N. Fratney St., as a way to encourage all Milwaukee Public Schools students in Kindergarten through Grade 8 to participate in his latest challenge: to read an extra 500 minutes (in addition to classroom reading) in the month of October. Pierce Elementary was one of the first MPS schools to enter the challenge.

Tauscher will don a striped "Cat in the Hat" hat and lead Pierce third-graders in a reading of the classic children's book. He will also present a \$10,000 check to MPS to be used for literacy purposes.

Jill Haupt, senior vice president for Associated Bank, and MPS Superintendent William G. Andrekopoulos will join Tauscher in speaking to the children about the importance of reading. Tauscher stated there may be a surprise guest – another Packers player.

Tauscher's TRIFECTA Foundation is focused on enhancing the education and literacy of Wisconsin children by encouraging them to read more. Students in Kindergarten

through eighth grade are invited to participate in Tauscher's initiatives. For the MPS challenge, participants may read alone or an adult or sibling may read to them. To keep track of minutes, students will receive calendars, which they will present to get a certificate of achievement from TRIFECTA. Participants are eligible for various student incentives and random school district prize drawings, including autographed footballs, an autographed jersey, tickets to an upcoming Packers game and a VIP tour of Lambeau Field.

Associated Bank continues to partner with TRIFECTA in achieving literacy goals within the state of Wisconsin. Associated is sponsoring TRIFECTA's reading challenge, and will donate thousands of football banks, green erasers, pencils, coloring books and glider airplanes to MPS schools.

"There is power in encouraging children to strive for a goal," said Associated Banc-Corp President and CEO Paul Beideman. "While there are incentives as goals, the bigger gain is in the interaction kids will have with books. We at Associated are proud to be a partner with TRIFECTA and MPS as they make a difference in young lives."

The TRIFECTA Foundation was kicked off last November at a reading event at MPS' Twenty-first Street School in Milwaukee.

For more information contact Roseann St. Aubin, Director, Office of Communications and Public Affairs, at (414) 475-8237. More information on Mark Tauscher's TRIFECTA foundation can be found on the Web at <http://www.trifectafoundation.com/>.

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