



Office of the Mayor

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## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### Green Bay Celebrates *The 60 Yard Line* Premiere with Three Events

(Green Bay, WI)– On Broadway, Downtown Green Bay, Titledown and The City of Green Bay will host three events to celebrate the Green Bay premiere of the comedy-drama *The 60 Yard Line*.

The first event will take place at 4:00 pm, September 6<sup>th</sup>, during the Wednesday Farmer’s Market on Broadway. The cast and crew of *The 60 Yard Line* will enter the market, led by Kevin Van Ess’ band. On Hubbard Street, they will talk about the film and will have “superfan sweepstakes” give-aways.

The movie premieres at both Marcus East (Green Bay) and Marcus Bay Park on September 6<sup>th</sup> at 6:30 and 7:30 pm. The premiere will include a film screening, food and after-movie conversation with the cast and crew.

The second event will be Thursday, September 7<sup>th</sup>, from 11 am to 1 pm at Morty the Moose, 1274 Cedar Street, Green Bay. Cast and crew will attend a special “Tailgate with Morty” and will have a second “superfan sweepstakes” give-away. They’ll talk about the film, answer questions and pose for photos.

The third event takes place at the Titletown Tap Room, 320 N. Broadway, Green Bay, on Thursday, September 7<sup>th</sup> from 6 pm to 11 pm. The cast and crew will host a raffle, show clips of the film on the Tap Room's big screen and will be available to interact with attendees.

All events are open to the public.

*The 60 Yard Line* is a comedy-drama based on a true story of a Packer fan, Ben Zagowski, and his best friend, a Bears' fan, Nick Polano. The role of Ben is played by Ryan Churchill and the role of Nick is played by Nick Greco. Together Ben and Nick buy a house Lambeau Field's parking lot and name it, "The 60 Yard Line." Eventually the house comes between Ben and his fiancée Amy Etzman (played by Kim Crossman). The movie is set during 2009, a pivotal year in Packers' history, after Brett Favre left the team to play for NFC North rivals, the Minnesota Vikings.

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