

WISCONSIN

— DEPARTMENT OF TOURISM —

MEDIA CONTACTS:

Danielle Johnson, Wisconsin Department of Tourism
608-266-0458; djohnson@TravelWisconsin.com

Lisa Marshall, Wisconsin Department of Tourism
608-267-3773; lmarshall@TravelWisconsin.com

FOR IMMEDIATE RELEASE

PACKERS WIDE RECEIVER JORDY NELSON GOES LONG FOR WISCONSIN TOURISM *New commercial, blog and Aug. 1 public event part of new partnership*

MADISON, Wis. (July 1, 2013) – When it comes to fall, there’s no place Packers wide receiver Jordy Nelson would rather be than in Wisconsin. That’s the message in the Wisconsin Department of Tourism’s new 60 and 90-second fall tourism TV commercial conceived (with brother David) and directed by Wisconsin native Jerry Zucker (“Airplane!,” “Naked Gun,” “Ruthless People,” “Ghost”) and starring Nelson and his wife, Emily.

Follow the green and gold brick road to the wonderful world of Green Bay for a special premier party of the commercial at 5 p.m. Thursday, Aug. 1 at the Meyer Theatre, 117 S. Washington Street, Green Bay.

The event, hosted by the Greater Green Bay Convention and Visitors Bureau will feature the world premiere of the spot, Q & A with Nelson and Zucker and a performance by “Let Me Be Frank’s” Curly Lambeau. Wisconsin Tourism Secretary Stephanie Klett will MC the party.



Jerry Zucker and Jordy Nelson together on location during filming of the new fall Wisconsin tourism ad.

Reserved seat tickets for the hour-long program are available for \$15 in advance or \$20 at the door and include a complimentary copy of the new *Sports Illustrated* coffee table book, “Packers: Green, Gold and Glory,” which retails for \$34.95. Tickets can be ordered online at www.ticketstaronline.com or by calling 800-895-0071.

“The commercial pays homage to one of Hollywood’s most beloved movies and invites people to experience Wisconsin in all of its colorful, fall splendor,” said Klett. “This ad is so warm and projects the Wisconsin brand of fun.”

In addition to the commercial, Nelson will write a monthly blog during the football season for TravelWisconsin.com and make a personal appearance at the Governor’s Conference on Tourism next March in Lake Geneva.

For Nelson, the affiliation with Wisconsin tourism was an opportunity to express his affection for the state and its people. “Wisconsin has been so welcoming to me and my family, so I couldn’t resist the chance to join in the fun, which is what people experience in Wisconsin.”

David Zucker has directed two tourism spots for Wisconsin so it was Jerry’s turn.

“David’s ads were really great, but fall is spectacular in Wisconsin (in my opinion the best season),” said Jerry. “David is much too easily distracted to perform well in that kind of situation. At least that’s what I told the Wisconsin Tourism people. The truth is that I just wanted to meet Jordy Nelson. ”

Milwaukee-based Laughlin Constable is the marketing agency of record for the Department of Tourism.

The mission of the Wisconsin Department of Tourism is to market the state as the Midwest’s premier travel destination for fun. By executing industry-leading marketing programs, the Department plays a significant role in delivering exceptional customer service and generating greater economic impact and jobs for Wisconsin. The portal for traveler information can be found at www.travelwisconsin.com.

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