



Associated and TRIFECTA tackle reading

In 2005, Associated partnered with Green Bay Packers lineman Mark Tauscher to support his TRIFECTA (Tauscher's Reading Initiative for Every Child to Achieve) Foundation, in its mission to benefit literacy and education in the state of Wisconsin.



On Tuesday, Sept. 26, Associated continued its support by launching the TRIFECTA Reading Challenge at Pierce Elementary School in Milwaukee. The challenge encourages Milwaukee Public School students, grades kindergarten through eighth grade, to read 500 minutes during the month of October.

Regional Retail Director Jill Haupt spoke at the event expressing Associated's pride in sponsoring the TRIFECTA Foundation, "We at Associated are happy to have partnered with Mark. He's a great guy who plays hard on the field, and loves to read off the field."



As part of his presentation, Tauscher presented Milwaukee School Superintendent William G. Andrekopoulos with a \$10,000 check to support literacy in the schools. Last year's donation supported 51 mini grants for reading programs throughout the district.

More than 50 third graders charmed Tauscher into reading a story by singing four verses of "Have You Ever Seen a Cat in a Hat." After each verse Tauscher, fellow Packer Josh Bourke, Haupt and Andrekopoulos adorned Cat in the Hat chapeaus.

Students then actively participated in Tauscher's reading of Seuss' "Green Eggs and Ham," holding up picture of eggs, ham or the famous character "Sam I Am" every time Tauscher read the corresponding word or phrase. Following the reading, Tauscher quizzed the students on different parts of the story and awarded correct answers with autographed copies of the book.



Approximately 50,000 students will participate in the reading challenge. Participants may read alone or an adult or sibling may read to them. To track their reading minutes, students receive a calendar. All students turning in their calendars receive a certificate of achievement from TRIFECTA and Associated Bank. Participants meeting the 500 minute challenge are eligible for various student incentives and random school district prize drawings, including autographed Packer items and tickets to an upcoming Packers game.

In addition to supporting the TRIFECTA Foundation, Associated supports local literacy councils and newspaper-in-education programs where we purchase newspapers for children to read in class and discuss issues throughout the company's footprint.