



NEWS RELEASE

## Associated Bank invites fans to capture their 'touchdown celebration' photos with Packers receivers

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GREEN BAY, Wis., Sept. 21, 2015 /PRNewswire/ -- Associated Bank has unveiled a unique fan engagement program that allows Packers fans to capture their touchdown celebration photos online with star receivers and then share them on social media in Associated Bank's **Touchdown Central** sweepstakes.

Associated Bank, in partnership with Packers receivers Jordy Nelson, Randall Cobb and Davante Adams, invites fans to upload celebration photos, choose an overlay of their favorite player, post to social media, and be entered into a sweepstakes to win autographed, home-game jerseys.

"Associated Bank, the bank of the Packers since 1919, is proud to have a partnership with these three outstanding players, and even more proud to call them our customers," said Christopher Piotrowski, chief marketing officer, Associated Bank. "We're honored to have them on our team, both personally and professionally."

The theme behind Associated's multi-channel Touchdown Central sweepstakes is 'celebration.' Just like Packers receivers celebrate in the endzone after scoring a touchdown, by switching to Associated Bank, customers can celebrate their decision to no longer settle for their current, 'fumbling' bank.

"Associated is proud to share Touchdown Central, a football-fueled program that brings celebration into the spotlight, alongside some of the biggest stars of the game," said Piotrowski. "Through this campaign, we will provide fans with the opportunity to engage with us all season – online, in-stadium and in our branches, with

additional campaign touchpoints and promotions to be announced in the weeks to come."

Here's how fans can participate in the touchdown celebration, the online component of Touchdown Central:

- Visit **www.ABTDCentral.com** and upload a photo of your touchdown celebration.
- Choose the player and touchdown pose you want to use with your photo.
- Share the photo via social media with the hashtag #ABTDCentral for a chance to win one of 10 autographed, home-game jerseys (an email with the finished photo will be sent to you, with instant social media sharing buttons).

The Touchdown Central sweepstakes runs through December 31, 2015, and the winners will be randomly chosen at the end of the sweepstakes. The site will be updated each week with new and surprising images. The more celebration photos fans post, the more chances they have of winning an autographed, home-game jersey.

Additionally, to entice fans to visit often, Associated Bank will be donating up to \$20,000 to a local nonprofit organization in honor of the player that receives the most downloads.

Another way to participate is to visit any Wisconsin Associated Bank branch, take a photo with a life-size Jordy, Randall or Davante cutout and post to social media with the hashtag #ABTDCentral.

Outside of Wisconsin, fans can visit their branch in Illinois and Minnesota and take touchdown celebration photos with their team colors and post to social media with the same hashtag for a chance to win autographed prizes from well-known alumni players from their state.

To learn more and to view the official contest rules visit **www.ABTDCentral.com** and **YouTube**.

## ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of \$27 billion and is one of the top 50, publicly traded, U.S. bank holding companies. Headquartered in Green Bay, Wis., Associated is a leading Midwest banking franchise, offering a full range of financial products and services in over 200 banking locations serving more than 100 communities throughout Wisconsin, Illinois and Minnesota, and commercial financial services in Indiana, Michigan, Missouri, Ohio and Texas. Associated Bank, N.A. is an Equal Housing Lender, Equal Opportunity Lender and Member FDIC. More information about Associated Banc-Corp is available at **www.associatedbank.com**.

**Contact: Jennifer Kaminski**

Vice President | Public Relations Manager

920-491-7576

**Jennifer.Kaminski@associatedbank.com**

Video - [https://www.youtube.com/watch?v=\\_PiwXZLfl3M](https://www.youtube.com/watch?v=_PiwXZLfl3M)

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