



FOR IMMEDIATE RELEASE

UScellular and Green Bay Packers Surprise Students of King Elementary with \$20K in Technology Upgrades

Green Bay school chosen as winner of Leap for Learning program, awarded funds to improve STEM education

Packers running back AJ Dillon celebrates with students at Feb. 22 assembly

Green Bay, Wis. (Feb. 22, 2024) – Today, the Green Bay Packers and UScellular announced the winner of the Leap for Learning program, awarding a \$20,000 technology makeover to improve STEM education. King Elementary School, located in Green Bay, was surprised with the donation, as well as a visit from Green Bay Packers running back AJ Dillon.

"We're proud to join UScellular in awarding King Elementary School a well-deserved technology makeover. We're committed to helping ensure students across the state have access to the resources they need to learn and grow through the Leap for Learning program," said Packers Vice President of Sales and Business Development Craig Benzel.

In September, UScellular and the Green Bay Packers kicked off the second annual Leap for Learning program by inviting administrators and parents from across the state to nominate Wisconsin K-12 schools for a technology makeover. A panel of judges reviewed all nominations and selected one deserving school to receive the award.

"The King Elementary Team is honored to have been chosen by UScellular and the Green Bay Packers for this award and donation. From coding curriculum to robotics to updated technology equipment, we have big plans to put the \$20,000 donation to use in a way that will truly help our students learn without limits," said Matt Malcore, principal of King Elementary School. "I am beyond grateful for the work of Michelle Flicek, our first grade teacher, who spearheaded the grant application and continuously strives to keep us on the leading edge of quality teaching and learning. Today, our students were so excited to see AJ Dillon and it was energizing to have him here autographing and raffling off items for our students and celebrating this momentous occasion with them."

UScellular and the Green Bay Packers presented the \$20,000 donation to King Elementary students during a surprise assembly.

"Technology upgrades are critical for students to grow and thrive, which is why we are honored to recognize King Elementary and its students with this donation," said Marlon Bailey, director of sales for UScellular in Wisconsin and N. Illinois. "At UScellular, we are continuously looking for ways to invest in the next generation and promote the importance of a STEM education, and we're proud to be partnering on Leap for Learning to do just that."

In addition to the donation, UScellular will be donating 300 copies of AJ Dillon's book, "Quadzilla Finds His Footing," to libraries across the state through the Wisconsin Library Association. Today, Feb. 22 at 4 p.m., AJ Dillon will be hosting a live, virtual book reading. For more information, visit WisconsinLibraries.org.

About UScellular

UScellular is the fourth-largest full-service wireless carrier in the United States, providing national network coverage and industry-leading innovations designed to help customers stay connected to the things that matter most. The Chicago-based carrier provides a strong, reliable network supported by the latest technology and offers a wide range of communication services that enhance consumers' lives, increase the competitiveness of local businesses and improve the efficiency of government operations.

Through its [After School Access Project](#), the company has pledged to provide hotspots and service to help up to 50,000 youth connect to reliable internet. Additionally, UScellular has price protected all of its plans, promising not to increase prices through at least the end of 2024. To learn more about UScellular, visit one of its retail stores or www.uscellular.com. To get the latest news, visit newsroom.uscellular.com.

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