

# 2011 PROMOTIONAL SCHEDULE

- Tuesday, May 31 - Fan Fest** "LOGGER FAN FEST" with McDonald's, Ronald McDonald House Charities and the La Crosse Radio Group! The 1<sup>st</sup> 500 fans receive a Miller Lite/Leinenkugel's Magnet Schedule. Big Event Inflatables!
- Saturday, June 4 vs. MAD** **OPENING NIGHT** presented by CENTURYLINK  
Big Event Inflatables, Cheese Mountain Pizza Saturday with KWIK TRIP!  
Best Buy Game Night!  
LIVE Performance by the World Famous Klement's Racing Sausages!
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- Sunday, June 5 vs. MAD** A TRIBUTE TO BIG BROTHERS/BIG SISTERS presented by Mississippi Valley Chiropractic Alliance  
Steak Buffet Sunday with North Country Steak Buffet!
- Wednesday, June 8 vs. EC** **COMMUNITY CREDIT UNION NIGHT**  
Prize Night with Best Buy – 1<sup>st</sup> 500 Fans Eligible to Win Great Prize from Best Buy!  
Wing Wednesday at the Concession Stand! Big Event Inflatables!  
95.7 THE ROCK Night on DJ's Vogue Sports Deck! Good Neighbor Wednesday with State Farm Dunham Agency!
- Friday, June 10 vs. WR** **KQ98/MIKEN SPORTS NIGHT**  
Pre-Game LIVE Performance by The Blue Stars Drum & Bugle Corp!  
Meet the Riverfest Commodores & Members of the Knights of Columbus!  
Friday Night Fish Fry!  
Logger Hour with Leinenkugel's: 5:30-6:30 with \$1, 12 oz. tap beer!
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- Tuesday, June 14 vs. BC** **HALLOWEEN IN JUNE** presented by GRANDSTAY RESIDENTIAL SUITES  
Prizes for Top Costumes!  
Z-93 Night on DJ's Vogue Sports Deck!
- Wednesday, June 15 vs. BC** **6<sup>th</sup> ANNUAL MASCOT OLYMPICS** – Who take the crown this year???  
Prize Night with Best Buy – 1<sup>st</sup> 500 Fans Eligible to Win Great Prize from Best Buy!  
Wing Wednesday at the Concession Stand! 95.7 THE ROCK Night on DJ's Vogue Sports Deck! Good Neighbor Wednesday with State Farm Dunham Agency!
- Thursday, June 16 vs. WAT** **THRIVENT FINANCIAL** Night at the Park  
Big Event Inflatables! KQ98 Night on DJ's Vogue Sports Deck!  
Thirsty Thursday with MILLER LITE/LEINENKUGEL'S!
- Friday, June 17 vs. WAT** **LEINIE'S FEST** presented by LEINENKUGELS/CLASSIC ROCK 100.1!  
Friday Night Fish Fry!  
Logger Hour with Leinenkugel's: 5:30-6:30 with \$1, 12 oz. tap beer!
- Saturday, June 18 vs. GB** **Viroqua Town Night** presented by WVRQ!  
Cheese Mountain Pizza Saturday with KWIK TRIP!  
Best Buy Game Night!
- Sunday, June 19 vs. GB** **FATHER'S DAY** with WKTY 580 AM, *Dads get ready to compete in Special Father's Day Contests!* Steak Buffet Sunday with North Country Steak Buffet!  
LIVE Performance by the World Famous Klement's Racing Sausages!
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- Friday, June 24 vs. MAD** **FIREWORKS EXTRAVAGANZA** presented by U.S. CELLULAR  
Friday Night Fish Fry/MAGIC 105 Night!  
Logger Hour with Leinenkugel's: 5:30-6:30 with \$1, 12 oz. tap beer!
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- Sunday, June 25 vs. WIS** **STONE CREEK INN** Night at the Park!  
Steak Buffet Sunday with North Country Steak Buffet!
- Wednesday, June 29 vs WR** **GLOBE UNIVERSITY NIGHT AT THE PARK!**  
Prize Night with Best Buy – 1<sup>st</sup> 500 Fans Eligible to Win Great Prize from Best Buy!  
Big Event Inflatables! Wing Wednesday at the Concession Stand!  
95.7 THE ROCK Night on DJ's Vogue Sports Deck! Good Neighbor Wednesday with State Farm Dunham Agency!

Thursday, June 30 vs. WR LA CROSSE AREA SUICIDE PREVENTION NIGHT!  
 CHARTER COMMUNICATIONS NIGHT!  
 KQ98 Night on DJ's Vogue Sports Deck!  
 Thirsty Thursday with MILLER LITE/LEINENKUGEL'S!

Saturday, July 2 vs. WIS TRIBUTE TO OUR ARMED FORCES, presented by BALLWEG MIDWEST TOYOTA  
 Cheese Mountain Pizza Saturday with KWIK TRIP!  
 Best Buy Game Night!

Sunday, July 3 vs. WIS "GO GREEN" Night with BEST BUY/CC106.3 FM!  
 Turn in your old/used electronics and receive specials from Best Buy!  
 Steak Buffet Sunday with North Country Steak Buffet!

Friday, July 8 vs. EC EO JOHNSON OFFICE TECHNOLOGIES CASH GIVEAWAY NIGHT  
 The 1<sup>st</sup> 500 fans receive an Envelope with a Cash Surprise!  
 Friday Night Fish Fry! WLFN Night!  
 Logger Hour with Leinenkugel's: 5:30-6:30 with \$1, 12 oz. tap beer!

Saturday, July 9 vs. GB COW 97 NIGHT AT THE PARK!  
 Cheese Mountain Pizza Saturday with KWIK TRIP!  
 Best Buy Game Night!

Sunday, July 10 vs. GB "TV TUNES CONTEST" with WXOW TV 19  
 Do you know your TV Tunes? Prizes for the Winners!  
 Steak Buffet Sunday with North Country Steak Buffet!

Monday, July 11 vs. GB CHRISTMAS IN JULY with NORTH COUNTRY STEAK BUFFET

Wednesday, July 13 vs. EC A MCNIGHT TO REMEMBER presented by RONALD MCDONALD HOUSE CHARITIES  
 Big Event Inflatables! Day #1 of Survivor: Intern Island!  
 95.7 THE ROCK Night on DJ's Vogue Sports Deck!  
 Prize Night with Best Buy – 1<sup>st</sup> 500 Fans Eligible to Win Great Prize from Best Buy!  
 Wing Wednesday at the Concession Stand! Good Neighbor Wednesday with State Farm Dunham Agency!

Thursday, July 14 vs. EC "STRIKE OUT COLON CANCER" with GUNDERSEN LUTHERAN  
 Day #2 of Survivor: Intern Island!  
 KQ98 Night on DJ's Vogue Sports Deck!  
 Thirsty Thursday with MILLER LITE/LEINENKUGEL'S!

Friday, July 15 vs. MAD MILLER LITE NIGHT! BOY SCOUTS OF AMERICA Night at the Park!  
 Friday Night Fish Fry! Day #3 of Survivor: Intern Island!  
 Logger Hour with Leinenkugel's: 5:30-6:30 with \$1, 12 oz. tap beer!

Saturday, July 16 vs. MAD NASA Grand Slam Night at the Park - Pre-Game Live Music from "The Squirrels"!  
 Cheese Mountain Pizza Saturday with KWIK TRIP!  
 Best Buy Game Night! Finale of Survivor: Intern Island with WKBT TV 8!

Friday, July 22 vs. BC FIREWORKS EXTRAVAGANZA presented by KWIK TRIP  
 "A Tribute to Special Olympics"!  
 Friday Night Fish Fry!  
 Logger Hour with Leinenkugel's: 5:30-6:30 with \$1, 12 oz. tap beer!

Saturday, July 23 vs. BC 5<sup>TH</sup> Annual Pre-Game Burrito Eating Championship with BURRACHOS!  
 Cheese Mountain Pizza Saturday with KWIK TRIP!  
 Best Buy Game Night!

Sunday, July 24 vs. BC BIOLIFE PLASMA NIGHT AT THE PARK!  
 EAGLE 102.7 FM Night!  
 Steak Buffet Sunday with North Country Steak Buffet!

Tuesday, July 26 vs. WR BASEBALL CARD DAY brought to you by MIDWEST COCA-COLA  
 1<sup>st</sup> 1,000 Fans receive a 2011 Loggers Team Set! Big Event Inflatables!  
 Z-93 Night on DJ's Vogue Sports Deck!



**Wednesday, July 27 vs. WR TEAM PICTURE NIGHT!**  
1<sup>st</sup> 500 Fans Receive a 2011 Loggers Team Picture!  
95.7 THE ROCK Night on DJ's Vogue Sports Deck!  
Prize Night with Best Buy – 1<sup>st</sup> 500 Fans Eligible to Win Great Prize from Best Buy!  
Wing Wednesday at the Concession Stand! Good Neighbor Wednesday with State Farm Dunham Agency!

**Saturday, July 30**  **U.S. MILITARY ALL-STARS – “Road to Ground Zero”**  
“Greatest Show on Dirt” Pre-Game Comedy Routine – Field of Dreams Ghost Players!  
Presented by Logistics Health, Inc. – **POST GAME FIREWORKS EXTRAVAGANZA!** 

**Thursday, August 4 vs. WIS** **A Tribute to the Children's Miracle Network!**  
Presented by **FIREFIGHTER'S CREDIT UNION!**  
KQ98 Night on DJ's Vogue Sports Deck!  
Thirsty Thursday with **MILLER LITE/LEINENKUGEL'S!**

**Friday, August 5 vs. WIS** **KNIGHTS OF COLUMBUS NIGHT!**  
Friday Night Fish Fry!  
Logger Hour with Leinenkugel's: 5:30-6:30 with \$1, 12 oz. tap beer!

**Saturday, August 6 vs. WIS** **ESPNRADIO NIGHT AT THE PARK!**  
Cheese Mountain Pizza Saturday with **KWIK TRIP!**  
Best Buy Game Night!

**Wed., August 10 vs. WAT** **PIZZA HUT NIGHT AT THE PARK!**  
95.7 THE ROCK Night on DJ's Vogue Sports Deck!  
Prize Night with Best Buy – 1<sup>st</sup> 500 Fans Eligible to Win Great Prize from Best Buy!  
Wing Wednesday at the Concession Stand! Good Neighbor Wednesday with State Farm Dunham Agency!

**Thursday, August 11 vs. WAT** **VITERBO UNIVERSITY NIGHT AT THE PARK!**  
**WLAX/FOX 25 NIGHT!** KQ98 Night on DJ's Vogue Sports Deck!  
Thirsty Thursday with **MILLER LITE/LEINENKUGEL'S!**

**Friday, August 12 vs. WAT** **FAN APPRECIATION NIGHT** with APAC CUSTOMER SERVICES, THE LA CROSSE  
**RADIO GROUP: Specials & Prizes all night long! Big Event Inflatables!**  
Friday Night Fish Fry!  
Logger Hour with Leinenkugel's: 5:30-6:30 with \$1, 12 oz. tap beer!