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GREEN BAY, WI - As the Green Bay Packers head to the National Football Conference Championship game against the Forty-Niners, Green Bay Mayor Genrich has issued another Win-Win Playoff Challenge to Mayor London Breed of San Francisco, California.

Mayor Genrich and Mayor Breed have selected "youth development" as the community concern behind the Win-Win Playoff Challenge. After the January 19, 2020 NFC Championship game, Mayor Genrich, City of Green Bay and Community Foundation employees will volunteer at the Green Bay Boys and Girls Club. Similarly, Mayor Breed, along with City of San Francisco and San Francisco Foundation employees, will volunteer for youth development. In the spirit of friendly competition, both cities' mayors and volunteers will wear the winning team's colors.



"We want to win this challenge again, and we hope to follow it up by issuing a final Win-Win challenge to the community we'll face in the Super Bowl," said Mayor Genrich. "Let's keep this green and gold movement expanding across the country, as well as this unique expression of volunteerism."

“Every day, we see good people making a difference in our community”, said Buehler. “The Win-Win Playoff Challenge allows us to highlight local needs and efforts, and to encourage everyone to get involved.”

In late December, Mayor Genrich and Dennis Buehler, President of the Greater Green Bay Community Foundation, created the Win-Win Playoff Challenge, a fresh take on traditional “beer, brat and cheese” challenges. Their aim was to leverage the National Football League’s influence to bring attention to community concerns, and garner much-needed volunteer time and talent, making playoff season a “win-win” for everyone.