



For Immediate Release

Contact: Jeff Blumb
Office: 920.328.5454
Email: blumb.consulting@gmail.com

New North, Inc.

600 N. Adams St. | Green Bay, WI 54307
920.336.3860 | www.thenewnorth.com

COVID-19 CEO Leadership Series continues Thursday with Packers' Mark Murphy

Will be joined by Greg Marcus of Marcus Corporation for conversation on Tourism and Entertainment

NEW NORTH, June 23, 2020 – The COVID-19 CEO Leadership Series of webinars continues this **Thursday, June 25**, from 11 a.m.-12 noon with the perspective of a community leader from the New North, Green Bay Packers President and CEO Mark Murphy. He will be joined on the webinar by Greg Marcus, CEO of The Marcus Corporation. The two will have a conversation on Tourism and Entertainment in Wisconsin.

Mark Murphy has been president and CEO of the Green Bay Packers since January 2008. During his tenure with the organization, the team has reached the playoffs nine times and won Super Bowl XLV. Murphy has been instrumental in a number of fan-friendly development projects. These include a \$312-million expansion and renovation of Lambeau Field and its Atrium businesses, along with the nearby Titledown District. A 45-acre, mixed-use real estate development, Titledown is a year-round destination for visitors and local residents, offering family-centric activities and dining, along with corporate operations and living options. **#NewNorthProud**

Greg Marcus has been president of The Marcus Corporation since January 2008 and CEO since January 2009. He joined the company in March 1992 as director of property management/corporate development and was promoted to senior vice president of corporate development in 1999. The Marcus Corporation was started in 1935 with the opening of a single movie theatre in Ripon, Wis. Today, it is one of the nation's leading entertainment and lodging companies. Marcus Theatres is the fourth largest theatre circuit in the U.S., operating more than 1,100 screens at 90-plus locations in 17 states. Its full-service lodging division owns or manages nearly 20 hotels and resorts in nine states.

The webinars are made available through a collaboration among the Wisconsin Economic Development Corporation (WEDC), the state Regional Leadership Council, comprised of the nine economic development organizations, which includes New North Inc., and Aurora WDC.

“With the traditional summer tourism season upon us and fall football pending, we believe it will be instructive to hear from two leaders within Wisconsin's tourism and entertainment industry on how the COVID-19 pandemic is affecting their businesses and how they are pivoting to new opportunities for guests,” says Barb LaMue, president and CEO of New North Inc. “The Green Bay Packers are an international brand located right here in the New North, along with being a thought leader for the region. New North's goal remains collaboration and communication to assist our regional companies in their comeback.”

The event invitation is at <https://www.thenewnorth.com/media/575129/CEO-Leadership-Series-CloseTheDistance-June25-2020.pdf> and registration is at <https://register.gotowebinar.com/register/263541248546202637>.

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New North, Inc., is a 501(c)3 non-profit, regional marketing and economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.