



*Office of Mayor Lawrence J. Morrissey  
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## PRESS RELEASE

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FOR IMMEDIATE RELEASE:

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### ***50 JEFFERSON HIGH STUDENTS JOIN ROCKFORD FAMILIES AT 3<sup>RD</sup> ANNUAL NORTHERN ILLINOIS UNIVERSITY ROCKFORD DAY***

ROCKFORD – As part of his continued offensive on truancy and low post secondary educational aspiration, City of Rockford Mayor Larry Morrissey along with partners from First Northern Credit Union, the Rockford Public School District, the Rockford Area Economic Development Council (RAEDC), and the Rockford Area Chamber of Commerce will honor fifty (50) students from Jefferson High School at the 3rd Annual NIU Rockford Day.

First Northern Credit Union is generously sponsoring this all-inclusive NIU Visit Day for these students on Saturday, October 11, 2008. The students will receive a campus tour, participate in student-led panel discussions, and receive presentations from the Offices of Admission, Financial Aid, Student Support Services and CHANGE. The evening will be highlighted by the students attending the NIU Huskies versus Ohio's Miami University RedHawks football game and receiving special on-field recognition during the game.

Rockford Day at NIU is part of the Mayor's *JUST GO! Positive Attendance Reinforcement Initiative* and highlights students that have made dramatic improvements in their school attendance and achievements, have had perfect attendance or will be the first in their family to attend college.

The NIU Huskies versus Ohio's Miami University RedHawks football game is also being recognized during Rockford Day at NIU. The event is open to any area residents, families, service groups or football fans that want to see the Huskies battle the RedHawks. The game kick-off begins at 3:00 p.m., and the bus to Huskie Stadium in DeKalb will depart Oscar's Pub and Grill, located at 5980 E. State St. in Rockford, at 11:00 a.m. sharp.

For the first time in NIU Rockford Day History, an all-inclusive VIP Package for this football event has been arranged. The package includes food & beverage at a Rockford Tailgate Tent at Huskie Stadium, luxury coach bus transportation to and from Rockford, a ticket to the football game, and pizza & wings at Oscar's Pub & Grill upon our return . . . **all for only \$25 per person!** No dealing with high gas costs, parking, or purchasing food. This event is a fun and cost-effective way to enjoy a day of NIU Huskie football. Citizens can also purchase game tickets without the VIP Package for only \$8 each.

Tickets are going fast. To reserve your VIP Package, contact the Rockford Area Chamber of Commerce at 815-987-8100 or go to [www.rockfordchamber.com](http://www.rockfordchamber.com). For more information on the 3rd Annual NIU Rockford Day, please contact Adam Smith, Mayor's Office Director of Education & Lifelong Learning at (815) 987-5590 office, (815) 519-0596 cell or [adam.smith@rockfordil.gov](mailto:adam.smith@rockfordil.gov).

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