

Community organizations encourage students not to gather

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A message from UW-La Crosse



Media advisory

Sept. 24, 2020

Media contact: Greg Phlegar, gphlegar@uwlax.edu

Community organizations partner to encourage students not to gather

La Crosse, Wis. — Nine community organizations team up to develop social media messaging to encourage students not to gather ahead of what would traditionally be Oktoberfest weekend in La Crosse.

Who: University of Wisconsin-La Crosse, Viterbo University, Western Technical College, Three Sixty Real Estate Solutions, Benson Management, La Crosse Police Department, La Crosse County Health Department, Mayo Clinic Health System, and Gundersen Health System

What: Local organizations partner to create Instagram videos, as well as a graphic to be used on any social media platform by all partnering agencies, including local media interested in sharing our message. In addition, a letter to students addressing best health and safety practices was crafted by some partnering agencies to address their specific group of stakeholders.

When: Thursday, September 24

MEDIA PARTNERS: Attached, you will find a graphic suitable for social media. Below, you will find a link to a video that further focuses our message. Please feel free to use this messaging on your social platforms and/or in your local news reporting. (If you have issues downloading the video, please let us know.)

Video: <https://drive.google.com/file/d/1NbaJI4G9AINLewNUvNx9EtsLcoE3OJkb/view?usp=sharing>

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The University of Wisconsin-La Crosse, founded in 1909, is one of the 13 four-year institutions in the University of Wisconsin System. UWL offers 102 undergraduate and 33 graduate programs, including two doctoral degree programs. UW-La Crosse — www.uwlax.edu — has remained the state's top-ranked comprehensive campus in the UW System for 20 years, according to U.S. News & World Report. It is ranked the No. 6 public university among Best Regional Universities in the Midwest. UWL is consistently one of two public Wisconsin universities listed on Kiplinger's Top 100 Best Values.

UWL News & Marketing

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