



General Background

What is WEAC Kickoff Kids?

WEAC Kickoff Kids is a special partnership between the Wisconsin Education Association Council and University of Wisconsin Athletics that recognizes Wisconsin students who make a difference in their families, schools and communities. After an online nomination and selection process, one child is selected as a WEAC Kickoff Kid at each Badger home football game.

Who is eligible?

Families, teachers and other school staff across Wisconsin may nominate students ages 8-13 who stand out in their schools and communities.

What can Kickoff Kids expect?

Students selected for the honor and their nominators will receive tickets to a designated home game at Camp Randall in Madison, along with pre-game access to the field so they can retrieve the tee after the opening kickoff. They will also receive an autographed item signed by head coach Bret Bielema.

When can students be nominated?

Nominations are accepted throughout the season at www.weac.org/kickoffkids.

Where can I get more information?

Details about the program, the online nomination form and stories about the children who are named WEAC Kickoff Kids are available at www.weac.org/kickoffkids. To speak with a WEAC representative about the program, contact Christina Brey at 608.298.2519 or breyc@weac.org.

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