



FOR IMMEDIATE RELEASE

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Four Leaf Communications Supports UW-Green Bay Athletics as the Phoenix Rise

Founder and UW-Green Bay alumnus John Laughrin gives back to help strengthen Phoenix Athletics

GREEN BAY, Wis. – Four Leaf Communications Founder & President John Laughrin has announced a contribution to the University of Wisconsin-Green Bay Athletics program in support of the university's "Phoenix Rise" initiative.

A proud UW-Green Bay graduate (Class of 2005), Laughrin's connection to the Phoenix runs much deeper than his degree. "I remember going to games with my dad at the Brown County Arena and watching Tony Bennett play for his father, Coach Dick Bennett," said Laughrin. "Those teams, and that era, helped shape my lifelong connection to this program. In the changing landscape of college athletics, community support is critical. My hope is that contributions like this help UW-Green Bay compete and win at the highest level."

"The support of companies like Four Leaf Communications is exactly what helps Phoenix Athletics rise in competition," said Josh Moon, UW-Green Bay Mark Murphy Endowed Director of Athletics. "It allows our student-athletes and coaches to accomplish what they do on the playing surface and in the classroom."

Laughrin's gift underscores his commitment to the Green Bay community, where his firm, Four Leaf Communications, partners with local businesses and nonprofits to build brands and elevate visibility through authentic, strategic storytelling.

For more information about Four Leaf Communications, visit 4leafcommunications.com.

About Four Leaf Communications

Founded in 2025 by longtime Wisconsin news director John Laughrin, Four Leaf Communications helps small and medium-sized businesses build visibility, shape their story, and connect with the audiences that matter most. Based in Green Bay, Four Leaf offers public relations, media strategy, advertising, and executive consulting services to organizations across Northeast Wisconsin.