

FOR IMMEDIATE RELEASE  
CONTACT: Thomas Semosh  
[tsemosh@skyhorsepublishing.com](mailto:tsemosh@skyhorsepublishing.com)

HITTING STORES ON OCTOBER 5,  
THE DAY THE PACKERS PLAY BRETT FAVRE'S VIKINGS,  
THIS NEW BOOK FOLLOWS THE TEAM, TOWN, AND  
PACKER NATION DURING A FUROR-FILLED YEAR

## ***LIFE AFTER FAVRE***

***A Season of Change with the Green Bay Packers and Their Fans***  
By Phil Hanrahan

---

The 2008 season was one of transition for the Green Bay Packers and their legion of loyal fans. For the first time in seventeen years, they played without 3-time league MVP Brett Favre under center. After a whirlwind summer of rumor and controversy, team management traded the 38-year-old gunslinger to the New York Jets, leaving “Packer Backers” worldwide to cope with life after Favre.

To write *Life After Favre: A Season of Change with the Green Bay Packers and Their Fans*, Wisconsin native **Phil Hanrahan** moved from Los Angeles to Green Bay for the 2008 season. He went to games at storied Lambeau Field and followed new starting quarterback Aaron Rodgers as he attempted to follow in the footsteps of Favre, a Green Bay immortal. Immersing himself in the worlds of team and town, Hanrahan was reborn a full-blown cheesehead: living in a hotel that once served as the Packers’ offices, observing training-camp practices, interviewing players, attending the team’s shareholders meeting, tailgating in arctic cold, shoveling snow at Lambeau for \$8 an hour, celebrating Packer great Fuzzy Thurston’s 75th birthday at Thurston’s Green Bay bar, and, at every turn, befriending the scores of die-hard Packers fans he encountered along the way.

*Life After Favre* is the first book to explore the divorce between Brett Favre and the Packers, as momentous an event as the departures of coach Vince Lombardi and team founder Curly Lambeau.

And it's the first to chronicle the new-era Packers, the team of quarterback Rodgers, coach Mike McCarthy, GM Ted Thompson, and new president Mark Murphy. Capturing the sweep of Packer Nation, Hanrahan crisscrosses Wisconsin and road-trips to five other states in pursuit of green-and-gold adventures, catching away games on TVs in small-town taverns and Packer bars in Leonardville, Kansas, Scottsdale, Arizona, and Favre's hometown of Kiln, Mississippi, while attending other Packer road games in domes in New Orleans and Minneapolis. Additional highlights include:

- Consideration of what would motivate Favre to play for arch-rival Minnesota
- Encounters with pro-Viking Wisconsinites (huh?) in the western part of the state
- A profile of Aaron Rodgers: His roots in Chico, California; his love of music; how he almost gave up football following high school; his slide down the NFL draft board in 2005; his analytic approach to quarterbacking and preparation; and much more
- An in-depth portrait of hard-hitting strong safety Atari Bigby, a Jamaica-born Rastafarian
- Stories from the day Jordy Nelson was drafted by the Packers
- 34 color photographs of fans, places, and players

With energy, insight, humor, and vivid color, *Life After Favre* tells the story of a singular team and town. Hanrahan reveals the incredible scope and breadth of Packer Nation, and in doing so demonstrates how, when you bleed Packer green, even a 6–10 season can be something special.

### **About the Author**

Milwaukee native **Phil Hanrahan** is a lifelong Packers fan who has taught writing at Marquette University and worked as a copywriter, book publicist, and book reviewer. His work has appeared in the *New York Times*, *Milwaukee Journal Sentinel*, *Irish America*, and *Milwaukee Magazine*. He is a summa cum laude graduate of Middlebury College, studied literature at Oxford, and holds an MA in English from Duke. He makes his home in Los Angeles but will spend the 2009 season in Green Bay.

To schedule an interview with Phil Hanrahan, please contact:  
**Thomas Semosh / 212 643 6816 x 224 / tsemosh@skyhorsepublishing.com**

### ***Life After Favre: A Season of Change with the Green Bay Packers and Their Fans***

**By Phil Hanrahan**

**Skyhorse Publishing Hardcover Original**

**On Sale: October 5, 2009**

**ISBN: 978-1-60239-773-6**

**Price: \$24.95**

**Skyhorse Publishing, Inc.  
555 Eighth Avenue, Suite 903  
New York, NY 10018  
212 643 6816  
www.skyhorsepublishing.com**