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LAURIER EXPERT ALERT: Super Bowl 51

WATERLOO – Super Bowl 51 will take place on Sunday, Feb. 5, 2017.

The following Laurier experts are available to comment on issues surrounding the event:

Brad Davis, associate professor of marketing at Laurier's Lazaridis School of Business & Economics and the Laurier Chair in Brand Communication, is an expert on advertising and brand communication. Contact information: bdavis@wlu.ca.

Tim Elcombe, assistant professor in Laurier's Department of Kinesiology and Physical Education, is an expert in ethical issues in sport, sport and culture at-large, sport consumerism, and coaching and sport development. Contact information: telcombe@wlu.ca

Kimberley Dawson, professor in Laurier's Department of Kinesiology and Physical Education, is an expert in sport psychology, exercise adherence and sport performance. Contact information: kdawson@wlu.ca.

Jill Tracey, associate professor in Laurier's Department of Kinesiology & Physical Education, is an expert in sport psychology, including the psychology of sport injury and the psychological recovery from sport injury. Contact information: jtracey@wlu.ca.

Mark Eys, professor in Laurier's Department of Kinesiology & Physical Education and Tier II Canada Research Chair, is an expert in sport psychology, role acceptance and group dynamics, and team building. Contact information: meys@wlu.ca.

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