

At six this morning, when the doors of JC Penney in La Crosse's Valley View Mall opened four hours early, shoppers started filing in. Packer fans looking for Super Bowl gear. Sales manager Toni Holter says she wasn't surprised. Not after the rush they had after the NFC championship game. She says it was really the same kind of devoted Packers fans; excited that their team got to the Super Bowl, and way more excited after last night's victory.

Holter says they've sold hundreds of Packers Super Bowl tee-shirts so far today with hundreds more on the way, along with over two thousand of the much-coveted locker room caps.