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FOR IMMEDIATE RELEASE

TRAVEL WISCONSIN™ LAUNCHES MITTEN COLLECTION CAMPAIGN

Public encouraged to stop in Travel Wisconsin Welcome Centers and donate mittens for charity

MADISON, Wis. (Dec. 13, 2011) — In light of all the buzz surrounding the image of a Wisconsin-shaped mitten on TravelWisconsin.com and its social media sites, the Wisconsin Department of Tourism would like to invite the public to visit a Travel Wisconsin Welcome Center (listed below) or participating chamber of commerce or convention and visitors bureau during business hours between today and Jan. 15 to donate new or gently used mittens. The mittens will then be donated to local charities.

“There has been a lot of national excitement surrounding the debate over whether Wisconsin or Michigan looks more like a mitten,” Governor Scott Walker said. “Our Pure Michigan friends have agreed to join us in taking all of this attention and turning it into something positive. We encourage everyone in both states to ‘shake hands’ and donate mittens to help make this winter a bit warmer for those in need.”

Participating mitten drop off sites include:

- Beloit Travel Wisconsin Welcome Center located at the I-39 Northbound/I-90 Westbound Rest Area in Beloit
- Kenosha Area Visitor Information Center located at 10519 120th Ave. in Pleasant Prairie
- La Crosse Area Travel Wisconsin Welcome Center located at French Island I-90 Eastbound Rest Area in La Crosse
- Marinette Travel Wisconsin Welcome Center located at 1680 Bridge St. in Marinette
- Platteville Area Chamber of Commerce and Travel Wisconsin Welcome Center located at 275 West Business Hwy 151 in Platteville
- Prairie du Chien Regional Tourism Center located at 211 S. Main St. in Prairie du Chien
- Superior-Douglas County Welcome Center located at 305 Harborview Pkwy. in Superior

“Our tourism partners around the state are very excited to jump in and lend a hand in this initiative,” said Wisconsin Tourism Secretary Stephanie Klett. “We encourage all of our passionate residents to donate new or gently used mittens for this good cause at participating locations throughout the state.”

For more detailed information on the collection campaign, please visit TravelWisconsin.com.

The Wisconsin Department of Tourism is running a full winter campaign that includes TV, radio and print. Wisconsin native and Hollywood director, writer and producer David Zucker will return to Wisconsin Dec. 15 to shoot the TV spot. It is scheduled to begin airing in Chicago, Minneapolis-St. Paul and Milwaukee the week of Jan. 9. Other campaign elements are currently running in the same markets.

The mission of the Wisconsin Department of Tourism is to market the state as the Midwest's premier travel destination by executing industry-leading marketing programs and establishing strategic partnerships. The Department plays a significant role in generating greater economic impact and jobs for Wisconsin. The portal for traveler information can be found at www.TravelWisconsin.com.

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