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HIGHWAY 51 HIGHLIGHT OF TELEVISION SHOW

No need for Route 66, with Wisconsin's own Highway 51.

Now the famous highway is starring in an upcoming television show called "It's All About the Journey." The Discover Wisconsin program will air throughout the Midwest May 5 – 6, 2007.

Highway 51 touches six states and runs 1,286 miles in length. In Wisconsin, 15 communities have joined together to create a unique driving vacation, along with a passport and journey journal to help navigate the trip.

Highlights of the Highway 51 show include:

**Beloit:* Known as the Gateway to Wisconsin, drivers will be able to stop and enjoy the Beloit Angel Museum, Riverside Park, Turtle Island playground, Beckman Mill, the Beloit Snappers minor league baseball team, the Beloit International Film Festival, and the Historic Auto Museum, located six miles south of Beloit.

**Stoughton:* Known as Wisconsin's "Little Norway," the city was founded by Luke Stoughton. Visitors can experience the city's Opera House, Catfish River Arts and Antiques shop and gallery, Midnight Moon, and the Howard Academy – an international school for jewelers and goldsmiths.

**Stevens Point:* Home to the Robert Trent Jones, Jr.-designed SentryWorld Golf Course and Sports Center. The Schmeekle Reserve attracts nature lovers with its 275-acre nature area, which is part of the UW-Stevens Point Campus, and home to the Wisconsin Conservation Hall of Fame. Stevens Point Brewery offers tours six days a week to learn about the brewing, aging and packaging process.

**Wausau:* The Wausau Area is made up of seven different communities. In Wausau's River District you'll find one of the top-ranked whitewater courses in the United States for kayaking. Third Street is lined with specialty stores, coffee shops, restaurants and nightlife. The River District also features the ArtsBlock, which includes the Grand Theatre and the Center for the Visual Arts. The Leigh Yawkey Woodson Arts Museum is world-renown for its "*Birds in Art*" exhibit, and Rib Mountain State Park includes a 60-foot tall observation tower and Granite Peak Ski Area with 74 different runs.

**Merrill:* Located 20 miles north of Wausau, Merrill has 13 parks, including a brand new 9-hole Frisbee golf course, and Prairie Trails Park along the Prairie River. Chips Hamburgers, a 50's-style diner, has been feeding locals and visitors for nearly 40 decades. Merrill is home to Old Highway 51, lined with 100-year old historic homes. The city's landmark is the Lincoln County Courthouse. Built in 1902, it has undergone extensive renovations.

The program also features some of the more unusual attractions along Highway 51, like the world's largest can of chili, a giant pink elephant with sunglasses, a loon 100 times the size of reality, and a penny worth more than one cent.

The show was written and produced by Marc Lovicott of Deforest, and is hosted by former Miss Wisconsin Stephanie Klett of Beloit.

Locally the show will air Saturday, May 5 on the following stations:

- 10:00 a.m.: Fox Sports North (Statewide)
- 6:30 p.m.: WAOWTV-9 Wausau
- 6:30 p.m.: WKOW TV-27 Madison
- 6:30 p.m.: WIFR TV-23 Rockford
- 6:30 p.m.: WYOW TV- 34 Eagle River

For more stations and air times, please visit www.discoverwisconsin.com.
