



For more information contact:

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MEDIA ADVISORY AND PHOTO OPPORTUNITY

TOURISM SECRETARY MAKING HIGHWAY 51 HISTORY

Sec. Jim Holperin to make two-day, 15-stop tour to promote the new Hwy 51 Passport

MADISON, Wis. (May 18, 2006) - In the spirit of the times where gas prices are nearing \$3/gallon, Holperin will travel in "eco-style" aboard a Toyota Camry Hybrid and become the first traveler to bring his Hwy 51 Passport to all 15 participating cities for an official stamp. The May 22-23 tour will include 15 stops in the following cities: Hurley, Manitowish Waters, Minocqua, Tomahawk, Merrill, Wausau, Stevens Point, Wautoma, Westfield, Portage, Madison, Stoughton, Edgerton, Janesville and Beloit.

Highway 51 is considered the Midwest's own Route 66, connecting the North starting at the tip of Northern Wisconsin traveling to within miles of Louisiana's Gulf Coast. Bisecting the country, this road offers travelers a true "slice" of Americana. A coalition of 15 Wisconsin communities has united to market the attractions and travel offerings along the corridor.

MONDAY, MAY 22

9:00 - 9:30 AM

Hurley

Stamp Location: 316 Silver Street, Hurley

Contact: Ricky Kelly (hurleywi@chartermi.net)

Voice: 715/561-4334 or 1-866-340-4334

10:00 - 10:30 AM

Manitowish Waters

Stamp Location: 4 South HWY 51 (Town Hall), Manitowish Waters

Contact: Jodi McMahon (funinfo@manitowishwaters.org)

Voice: 715/543-8488 or 1-888-626-9877

- 11:00 - 11:30 AM** **Minocqua**
Stamp Location: 8216 US HWY 51 South, Minocqua
Contact: Sarah Pischer (spischer@minocqua.org)
Voice: 715/356-5266 or 1-800-446-6784
- 12:00 - 2:00 PM** **Tomahawk (Lunch)**
Stamp Location: 208 North 4th Street, Tomahawk
Contact: Christine Brown (christine@gototomahawk.com)
Voice: 715/453-5334 or 1-800-569-2160
- 2:30 - 3:00PM** **Merrill**
Stamp Location: 705 North Center Avenue, Merrill
Contact: Jane Ann Savaske (director@merrillchamber.com)
Voice: 715/536-9474 or 1-877-907-2757
- 3:30 - 4:00 PM** **Wausau**
Stamp Location: 10204 Park Plaza, Suite B, Rothschild
Contact: Darien Schaefer (dschaefer@visitwausau.com)
Voice: 715/355-8788 or 1-888-948-4748
- 4:30 - 5:00 PM** **Stevens Point (Dinner)**
Stamp Location: 340 Division Street North, Stevens Point
Contact: Sara Brish (sbrish@spacvb.com)
Voice: 715/344-2556 or 1-800-236-4636

TUESDAY, MAY 23

- 9:00 - 9:30 AM** **Waushara County**
Stamp Location: Shell Travel Plaza, W7684 St. HWY 21, Wautoma
Contact: Judy Downie (judy@visitwaushara.co)
Voice: 920/787-3488 or 1-877-928-8662
- 10:15 - 10:45 AM** **Marquette County**
Stamp Location: Miracle Bakery, 204 South Main Street, Westfield
Contact: Mike Lake (mikelake@maqs.net)
Voice: 608/586-4111 or 1-888-318-0362
- 11:30 - 1:00 PM** **Portage (Lunch)**
Stamp Location: Portage Furniture Store, 126 East Cook Street, Portage
Contact: Nancy Elsing (ccedc@palacenet.net)
Voice: 608/742-6161 or 1-800-474-2525
- 1:30 - 2:00 PM** **Madison**
Stamp Location: WI State Capitol, 2 East Main Street
Contact: Amy VanKauwenbergh (amy@visitmadison.com)
Voice: 608/255-2537 or 1-800-373-6376

2:30 - 3:00 PM

Stoughton

Stamp Location: 523 East Main Street, Stoughton

Contact: Jackie Harrison- Jewell (visitorservices@stoughtonwi.com)

Voice: 608/873-7912 or 1-888-873-7912

3:30 - 4:00 PM

Edgerton

Stamp Location: 20 South Main (Edgerton Rail Depot), Edgerton

Contact: Kathleen Wellnitz (edgerton@ticon.net)

Voice: 608/884-8447 or 1-888-298-4408

4:30 - 5:00 PM

Janesville

Stamp Location: Seasonal Visitor Center, Palmer Park - East Pavilion, Janesville

Contact: Christine I. Rebout (crebout@jvl.net)

Voice: 608/757-317 or 1-800-48-PARKS

5:30 - 6:00 PM

Beloit (Dinner)

Stamp Location: 1003 Pleasant Street, Beloit

Contact: Vicki Stone (vicki@visitbeloit.com)

Voice: 608/365-4838 or 1-800-423-5648

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