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WALWORTH COUNTY VISITORS BUREAU RECEIVES TOURISM GRANT AWARDS

Wisconsin Tourism Secretary Stephanie Klett and Deputy Secretary David Fantle Award Ceremony at Grand Geneva Resort & Spa on January 23

ELKHORN, Wis. — (January 16, 2012) — Stephanie Klett, Wisconsin Department of Tourism Secretary and David Fantle, Deputy Secretary, will be presenting the Walworth County Visitors Bureau with a Year 1 and Year 2 Destination Marketing Joint Effort Marketing (JEM) Grant check in the amount of \$77,550. The ceremony will take place on Monday, January 23 at 3:30 p.m. at The Mountain Top at Grand Geneva Resort & Spa, 7036 Grand Geneva Way, Lake Geneva, www.grandgeneva.com/golf_spa_ski/ski/index.asp

The Year 1 grant partially funded the development of a brand for Walworth County. The research phase was completed in 2010, and the development of the Walworth County brand was completed in 2011, with the creation of a new tourism logo for the area, and the tagline *Naturally Fun*.

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WALWORTH COUNTY VISITORS BUREAU

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The Year 2 grant is being used to implement the "Snow Much Fun" campaign, a branded marketing effort promoting winter tourism throughout Walworth County. The "Snow Much Fun" campaign runs from January through March of 2012 and includes a variety of media promotions including print, online, and radio advertising.

A special coupon book containing discounts on venue admissions, lodging, restaurants, and more, is available to area visitors as part of the promotion. Respondents to this offer will also be included in a weekly drawing for a "Walworth County Experience." Contact the Walworth County Visitors Bureau to receive a free coupon book and be included in the drawing. For a complete listing of winter activities, places to stay, attractions, dining, and shopping go to www.VisitWalworthCounty.com, call 800-395-8687, or email: SnowMuchFun@VisitWalworthCounty.com.

The Walworth County Visitors' Bureau (WCVB), located in Elkhorn, Wis., is dedicated to promoting tourism throughout Walworth County. One of the County's more well-known destinations, Lake Geneva, is home to the U.S. National Snow Sculpting Competition each February. The Bureau is located in a historic building featuring antiques and vintage items, where visitors can browse through area travel literature and enjoy Wi-Fi and a coffee bar. For additional information, contact the WCVB at (800) 395-8687 or (262) 723-3980, or visit its website at www.VisitWalworthCounty.com. Find us on [facebook.com/GreaterLakeGenevaArea](https://www.facebook.com/GreaterLakeGenevaArea). Follow us on twitter.com/VisitLakeGeneva.

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