



FOR IMMEDIATE RELEASE

CONTACT:

Marilyn McGair
Marketing Images
Phone: 262-522-4745
Cell phone: 262-751-9403
marilyn@marketingimages.com

or

Kathleen Seeberg
Executive Director
Walworth County Visitors Bureau
262-723-3980
kathy@visitwalworthcounty.com

HAVE SNOW MUCH FUN IN LAKE GENEVA AND BEYOND

Special Winter Coupon Book Offers Discounts on Lodging, Restaurants, Venue Admissions and More!

ELKHORN, Wis. — (January 23, 2012) — Winter will become your favorite season once you experience all there is to do in Lake Geneva and Beyond. You won't have to travel very far for a complete array of outdoor activities including skiing, ice fishing, snowmobiling, ice skating, sledding, snowboarding, and ice boating to name a few.

For those who prefer the warmth of an inviting fire while watching the snow fall from the window of a cozy bed and breakfast, or pampering yourself at a luxury resort, you'll have plenty of opportunities for your ideal way to spend the winter months in the Lake Geneva area.

A special coupon book packed with discounts on venue admissions, lodging, restaurants, and more will make your budget for winter fun stretch further this year. "Our business partners are offering discounts and special offers to winter travelers to our area," says Kathleen Seeberg, Executive Director, Walworth County Visitors Bureau. "We are very excited about all we have to offer during the winter months. Not only do we have a huge assortment of both outdoor and indoor sports and activities to choose from, and great places to eat, stay, and shop, but we can also offer value-added savings with our coupon book."

-more-

WALWORTH COUNTY VISITORS BUREAU

203 East Walworth Street • PO Box 1015 • Elkhorn, WI • 53121
p 262.723.3980 • f 800.395.8687 • f 262.723.3892
www.VisitWalworthCounty.com



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Contact the Walworth County visitors Bureau to receive a free coupon book. For a complete listing of winter activities, places to stay, attractions, dining, shopping and more visit 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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NOTE: For an electronic media kit, including downloadable images, visit the Media Room at www.visitwalworthcounty.com.

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