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PLAN YOUR WINTER GETAWAY IN THE LAKE GENEVA AREA

Have *Snow Much Fun* Jumping Into Winter Sports and Activities

ELKHORN, Wis. — (January 23, 2012) — Pack your winter gear in the car, fill up with a tank of gas, and take a short drive to the Lake Geneva area for winter fun. Almost every winter sport you can think of is here for you to enjoy. There are plenty of opportunities to play in the snow, on the ice, and for those who really want to get away from it all – up in the air – at the area’s new ziplining venue.

You’ll also find a variety of special events taking place throughout the winter months:

- **Winterfest Weekend** featuring the 17th Annual **US National Snow Sculpting Competition**; Riviera Park, Downtown Lakefront, Lake Geneva; 800-345-1020; www.lakegenevawi.com; February 1-5; music, refreshments, activities, helicopter rides, shopping, dining and crowning of the champions
- **Winter Carnival at The Mountain Top at Grand Geneva**; 7036 Grand Geneva Way at Highways 50 East and 12, Lake Geneva; 262-249-4726; www.grandgeneva.com, Feb 4; activities for adults and children from 11 a.m. – 2 p.m., parade and fireworks at 8 p.m.

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WALWORTH COUNTY VISITORS BUREAU

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www.VisitWalworthCounty.com

PLAN YOUR WINTER GETAWAY IN THE LAKE GENEVA AREA, page 2

- **Day in the Bay**; downtown Williams Bay; (262) 245-9201; www.williamsbaybusiness.com; Feb, 4 Noon - 5:00 p.m.; open house for businesses in town with raffles and treats
- **Freeze Fest**; Cravath Lakefront Park, Whitewater; www.whitewater-wi.gov; February 18; 6:30 a.m. pancake breakfast, family entertainment, polar bear plungers will begin the icy dive at noon, afternoon ice skating at Big Brick Park
- **AMSOIL Championship Snocross Series Grand Finale**; Grand Geneva Resort & Spa; 7036 Grand Geneva Way at Highways 50 East and 12, Lake Geneva; 262-248-8811, 800-558-3417; www.grandgeneva.com; Mar 16-18; professional snowmobile races

If you're looking to come in out of the cold, treat yourself to a relaxing day at a luxury spa, an afternoon of exploring a variety of specialty shops, or an evening of fine dining and theatre. Take advantage of the area's many fine resorts or cozy bed and breakfast establishments to get away from it all without the hassle of traveling far away.

Contact the Walworth County Visitors Bureau to receive a free coupon book with discounts on venue admissions, lodging, restaurants, and help make your trip more affordable so you can stay longer. Register to win a "Walworth County Experience." Find out about special discounted lodging packages at <http://www.visitwalworthcounty.com/packages.html>.

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. If you would like suggestions, ideas, or information on planning a winter getaway to the Lake Geneva area, the Walworth County Visitors Bureau will provide you with an itinerary designed around your interests and needs.

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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