



For Immediate Release

February 15, 2023

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**HIGHLIGHTING THE STORIES OF OUR STATE, NEW UNIQUELY WISCONSIN
EPISODES TO AIR AS A COMPANION TO DISCOVER WISCONSIN**

*Brought to Viewers with Limited Commercial Interruption by Enbridge, Wisconsin Counties
Association and WCA Group Health Trust*

Madison, WISCONSIN – *Discover Wisconsin*, the nation’s longest-running travel & tourism TV series, is proud to unveil the premiere episodes of their new series, *Uniquely Wisconsin*, which will begin airing on February 15, 2023.

“As a part of the Discover Wisconsin family of programming, the *Uniquely Wisconsin* brand highlights our state’s greatest resource: its people,” said Discover Wisconsin President & CEO Mark Rose.

“Storytelling is at the foundation of what we have done for decades, and we are so proud to highlight this new brand and series, which showcases the important voices of our state.”

The two episodes, airing on virtual platforms and broadcast during the regular Discover Wisconsin timeslot, feature the stories of Adams, Portage, Marathon, Monroe, Rock, Sauk, Sheboygan and Washington Counties.

The *Uniquely Wisconsin* episodes are brought to viewers with limited commercial interruption by Enbridge, the Wisconsin Counties Association and WCA Group Health Trust. “We are excited for the *Uniquely Wisconsin* stories to be told and are proud to be one of the sponsors which will allow more airtime for each feature,” said Enbridge Community Relations Specialist Michelle Johnson.

-MORE-

UNIQUELY WISCONSIN-

ADD ONE-

Episode One: “Uniquely Wisconsin: Beginnings & Endings”

In the debut episode of Uniquely Wisconsin, we spotlight the untold stories of America’s Dairyland and travel to the far corners of the state, where we discover talented artisans gifted musicians and dedicated athletes. The spirit of generosity and craft is alive in these tales, from entering the circus big top to sailing Lake Michigan.

Stories highlighted in this episode include those from Portage County (Generational Farming: Wisconsin’s Dairy Industry, Polish Heritage in Portage County: The Backstory on the Blacksmiths, and The Secret Behind The Sourdough: Portage County’s Main Grain Bakery); Sauk County (#1 Supper Club in the Midwest: Behind the Counter, A Ringmaster’s Final Bow: Al Ringling’s Circus World, and Shakespeare’s Nature: American Players Theatre); Sheboygan County (The Magic in the Melodies: The Sheboygan Symphony, Coasting with Confidence: Sheboygan Sailing, and Supporting Sheboygan: From Environment to Economy).

Where to Watch Episode One

Episode one will be available on the DW+ App & YouTube beginning on Wednesday, February 15, 2023 at 4:00 p.m. It will also be broadcast on Saturday, February 18 and Sunday, February 19, 2023.

Episode Two: “Uniquely Wisconsin: Heart & Soul”

Wisconsin enjoys a robust community of driven, dedicated entrepreneurs that reflect the spirit of America’s Dairyland. From farm-to-table dining, living history and vibrant native cultures, these profiles of dynamic personalities and hard-won successes tell a bold story of what makes Wisconsin so special.

Stories highlighted in this episode include Adams County (The People Behind the Parks: Outdoors of Adams County, Wisconsin Barns & Wedding Bells: A Diamond in the Rough, and The Family Behind Iconic Sod- Science in Wisconsin Soil); Marathon County (Preserving Hmong Culture: Life After War, Farm to Table Pizzas: The Little Red Barn, and Small Business Success: Timekeeper Distillery); Monroe County (Wisconsin Animal Rescue: Chasing Daylight, Barn Restoration: Music Before the Making, and Five-year Generational Cranberry Farm: Reframing Farming);

-MORE-

UNIQUELY WISCONSIN-

ADD TWO-

Rock County (Wisconsin's Underground Railroad: Escaping to the North, Emerging Talent: Spotlight on Kids, and Helping our Community: Friends of Rock) and Washington County (Building Up Our Community: 9/11 Memorial, Creating Wisconsin Careers: Kreilkamp Trucking).

Where to Watch Episode Two

Episode two will be available on the DW+ App & YouTube on Wednesday, February 22, 2023 at 4:00 p.m. It will also be broadcast on Saturday, February 25 and Sunday, February 26, 2023.

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About Discover Wisconsin

As the nation's longest-running travel & tourism TV series, award-winning Discover Wisconsin highlights destinations, adventures, and local initiatives that bring our communities together across America's Dairyland. Discover Wisconsin can be streamed worldwide on Roku, AppleTV, SmartTV, Google Chromecast, Amazon Fire, YouTube and [discoverwisconsin.com](https://www.discoverwisconsin.com). The show can be seen statewide on Bally Sports Wisconsin Saturday mornings at 10 a.m. For more on this and other episodes or the broadcast schedule in other areas please visit www.discoverwisconsin.com. Connect with Discover Wisconsin on Facebook, Instagram, Twitter and YouTube and subscribe to The Cabin Podcast on Apple Podcasts, Spotify or wherever you listen to your favorite podcasts.