

**NEWS** RELEASE

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**WISCONSIN FOUNDATION AND ALUMNI ASSOCIATION**  **uwalumni.com**  
**Media contact:** Tod Pritchard, tod.pritchard@supportuw.org, 608-609-5217, @WisAlumni

**UW-Madison marks 175-year anniversary with Sheboygan celebration**

*Events highlight strong ties between the community and Wisconsin’s flagship university.*

**MADISON,** **WI** (June 20, 2023) — This July marks 175 years since Wisconsin’s first governor and legislature created the University of Wisconsin. Since then, the state’s very first public university has touched all 72 counties and 12 Tribal Nations through groundbreaking partnerships and amazing alumni bringing the Wisconsin Idea to life.

The Wisconsin Foundation and Alumni Association and UW-Madison will honor and celebrate how the university is making a difference in Sheboygan on Wednesday, June 28.

Here is a list of events for that day, which the media is invited to attend:

**Sheboygan County Farmer’s Market Tour / English language: 10-11 a.m. / Spanish language: 12-1 p.m.**

* UW Extension’s FoodWIse program, funded federally by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP), works across Wisconsin to advance healthy eating habits, active lifestyles, and healthy community environments for families with limited incomes.
* FoodWIse promotes area farmers’ markets’ use of EBT, the Electronic Benefits Transfer system that allows a SNAP participant to pay.
* FoodWIse will host tours of the Sheboygan County Farmers’ Market for participants of WIC (Special Supplemental Nutrition Program for Women, Infants, and Children).
* Location: Fountain Park; Eighth Street and Erie Avenue in Sheboygan.
* Media Contact: Matthew Call, [mcall@wisc.edu](mailto:mcall@wisc.edu), 608-395-7269

**Johnsonville Employee Brat Fry / 12-1:30 p.m.**

* A celebration of the collaboration between UW-Madison and Johnsonville.
* The 50-70 invited guests will include Johnsonville employees who are UW-Madison alumni, Johnsonville R&D team members, and UW-Madison leadership and representatives.
* The program will include a traditional brat fry and remarks from representatives from Johnsonville and UW-Madison.
* Location: Johnsonville Marketplace, N6877 Rio Rd., Sheboygan Falls
* Media Contact: Stephanie Schafer, [sschafer@johnsonville.com](mailto:sschafer@johnsonville.com), 920-889-0782

**Wisconsin Foundation and Alumni Association Community Celebration / 5-7 p.m.**

* Family-friendly event including:
  + Special guests: Jennifer Mnookin, UW-Madison chancellor; and David Kohler, Chair and CEO, Kohler.
  + Bucky Badger will bring spirited fun and photo opportunities.
  + Free ice cream (while supplies last) served from a vintage ice cream truck.
  + Appetizers and beverages.
  + Yard games, including cornhole.
  + Trivia questions with a chance to win Wisconsin Badger football tickets.
  + [Bucky’s Tuition Promise](https://financialaid.wisc.edu/types-of-aid/tuition-promise/#:~:text=Bucky%E2%80%99s%20Tuition%20Promise%20is%20a%20commitment%20to%20Wisconsin,students%20will%20receive%20four%20%284%29%20semesters%20%282%20years%29.) students from the Sheboygan area will be available for interviews.
* Location: Kohler Communications - The Beacon, 1 Twin Oaks Rd., Kohler, WI
* Media contact: Tod Pritchard, director of media and public relations, Wisconsin Foundation and Alumni Association, [tod.pritchard@supportuw.org](mailto:tod.pritchard@supportuw.org), 608-609-5217

**Universe in the Park / 8:30 p.m.**

* Free event hosted by Kohler Andrae State Park (Special Event Parking Rate of $5.00/car)
* Instructors from the UW-Madison Department of Astronomy and UW Space Place will guide participants through a tour of the universe.
* Location: Kohler-Andrea State Park, 1020 Beach Park Ln., Sheboygan
* Media Contact: Fran Puleo Moyer, Associate Director of Outreach Programs, fpuleo@wisc.edu

For more information, please visit 175.wisc.edu/tour-stop/sheboygan-wi

**ABOUT THE WISCONSIN FOUNDATION AND ALUMNI ASSOCIATION**

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*The Wisconsin Foundation and Alumni Association is a nonprofit organization dedicated to advancing the interests of the University of Wisconsin-Madison. It brings together alumni and friends of the university to raise, invest, and distribute funds, and it connects a growing number of Badgers to help facilitate their support for each other and the university. For more information, please visit supportuw.org or uwalumni.com.*

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