**PRESS RELEASE**

**Tourism industry helps wisconsin “bundle up” this winter**

***Stevens Point Area Convention & Visitors Bureau serves as collection site***

**FOR IMMEDIATE RELEASE**

CONTACT: Melissa Sabel, 715-344-2556 or melissa@stevenspointarea.com

**STEVENS POINT, Wis.** – There is still time to donate and support The Big Bundle Up campaign, which is accepting new and gently used gloves, hats, scarves, coats, sweaters and other winter gear for those in need through January 3, 2016. This is the fifth year of the Big Bundle Up. To date, the program has collected more than 49,300 winter items to help families in need.

In the Stevens Point Area, donations can be dropped off at the Visitor Information Center, 340 Division Street North, Stevens Point. All local donations will be given to Operation Bootstrap.

The Stevens Point Area Convention & Visitors Bureau is one of nearly 70 sites located at Travel Wisconsin Welcome Centers, tourist information centers, businesses and offices are serving as drop-off sites through Jan. 3, 2016. A complete list of locations is available on [TravelWisconsin.com](http://links.mkt2308.com/ctt?kn=6&ms=MTgxNTMyMDIS1&r=NjgzMTUzNDYwNTQS1&b=0&j=MjM3ODUwMzE5S0&mt=1&rt=0).

To learn more about the Stevens Point Area and Portage County, visit stevenspointarea.com or find the Stevens Point Area Convention & Visitors Bureau on Facebook at [www.facebook.com/StevensPointArea](http://www.facebook.com/StevensPointArea).

The mission of the Wisconsin Department of Tourism is to market the state as the Midwest’s premier travel destination for fun by executing industry-leading marketing programs and establishing strategic partnerships. The Department plays a significant role in generating greater economic impact and jobs for Wisconsin. The portal for traveler information can be found at [TravelWisconsin.com](http://links.mkt2308.com/ctt?kn=4&ms=MTgxNTMyMDIS1&r=NjgzMTUzNDYwNTQS1&b=0&j=MjM3ODUwMzE5S0&mt=1&rt=0).

###