**for immediate release**

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**DISCOVER WISCONSIN HIGHLIGHTS LOCAL FOODS AND CULINARY DESTINATIONS
*Tourism TV show shines spotlight Stevens Point Area in episode to air this weekend***

WISCONSIN – (January 27, 2015) – Guest host Stephanie Klett, Secretary of the Wisconsin Department of Tourism, and the Discover Wisconsin crew criss-crossed the state to visit some of Wisconsin’s top culinary destinations. “Local Foods and Finds: Wisconsin Culinary Tour” airs Jan. 31-Feb. 1 across the Midwest on *Discover Wisconsin*, the nation’s longest-running tourism TV show. In this episode, Stephanie and the crew travel to Madison, Door County, Ashland County, Stevens Point and Plover where they visit restaurants, shops, wineries, and farmer’s markets and experience popular Wisconsin food traditions.

“Wisconsin is home to incredible culinary experiences,” said Klett. “Whether dining at a restaurant or visiting a farmer’s market, it’s all a part of how a visitor experiences a destination. Food is fun and it brings people together, which are what vacations are all about.”

The episode will highlight several culinary options in the Stevens Point Area, including the Stevens Point Farmers Market and local farm Whitefeather Organics and local restaurants Sky Club, @1800 and Christian’s Bistro. The episode also tours the vineyard of Fresar Winery and sister business Kozy Yak Brewery in Rosholt, before exploring Central Waters Brewery known for locally sourced ingredients and utilizing renewable energy in the brewing process.

The episode also includes a tour at the Dane County Farmer’s Market, before heading to Door County, renowned for its cherry production and fish boils. Then, Discover Wisconsin heads north to explore the eclectic Madeline Island for a taste of Northern Wisconsin’s restaurant scene, including a stop at Sixth Street Market in Ashland.

The program will reach more than 500,000 viewers across the upper Great Lakes region, including Wisconsin, Minnesota, Iowa, Northern Illinois and Upper Michigan. To learn more about the destinations featured, visit [www.discoverwisconsin.com](http://www.discoverwisconsin.com).

For more information on the Stevens Point area, visit [www.stevenspointarea.com](http://www.stevenspointarea.com). You can also find the Stevens Point Area Convention & Visitors Bureau on Facebook ([www.facebook.com/StevensPointArea](http://www.facebook.com/StevensPointArea)), Twitter ([www.twitter.com/StevensPtArea](http://www.twitter.com/StevensPtArea)) and Pinterest ([www.pinterest.com/StevensPtArea](http://www.pinterest.com/StevensPtArea)).

**About Discover Wisconsin**
As the nation’s longest running tourism program, *Discover Wisconsin* can be seen statewide on Fox Sports North (FSN) 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](http://www.discoverwisconsin.com). Connect with Discover Wisconsin on Facebook at [www.facebook.com/discoverwisconsin](http://www.facebook.com/discoverwisconsin) and Twitter at [www.twitter.com/discoverwi](http://www.twitter.com/discoverwi).

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