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### **New Tourism Office of Outdoor Recreation Praised**

#### **Funding for the new Office of Outdoor Recreation in the Wisconsin Department of Tourism included in state budget signed into law by Governor Tony Evers in July**

The Citizens for A Scenic Wisconsin (CSW) will be presenting its 2019 Friend of Scenic Wisconsin to the Wisconsin Department of Tourism.

The Award will be presented to the Wisconsin Department of Tourism on Friday morning October 4, 2019 at the Crown Plaza Hotel Milwaukee West. The presentation will take place at the CSW Leadership Conference. Parties interested in participating in the conference may contact CSW at the email address or phone number included in this news release.

Mark Falzone, the President of Scenic America and Max Ashburn, the Communications Director for Scenic America, will participate in the presentation.

“This new state initiative is a wonderful development for Wisconsin tourism and our outdoor recreation industry, we thank Governor Evers for proposing it as a part of his state budget,” stated Gary Goyke, President of CSW. “The economic benefits to our state are significant and the proposal received bipartisan support, including support from the majority party in the current legislature,” he added.

The full agenda for CSW’s Leadership Conference is detailed on its website at <https://scenic.salsalabs.org/scenicwisconsinoct2019/index.html> or on its Facebook page at <https://www.facebook.com/scenicwisconsin/>.

Citizens for a Scenic Wisconsin is a 501 (c) 3 organization dedicated to preserving and enhancing the scenic character of Wisconsin communities and its rural countryside. You may visit us at [www.scenicwisconsin.org](http://www.scenicwisconsin.org)