

NEWS RELEASE

FOR IMMEDIATE RELEASE

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The Sturgeon Bay Ice Age Trail Community Committee is pleased to announce that Sturgeon Bay has been officially designated the Ice Age Trail's newest Trail Community. It joins the roster of 13 other Trail Communities located throughout the state.

According to the Ice Age Trail Alliance, the Ice Age Trail, which traverses 31 of Wisconsin's 72 counties, "takes Trail users to some of the best glacial features in the world, provides opportunities for personal rejuvenation, is an outdoor classroom, and is an economic resource for the communities it passes through."

"We are very excited to be officially recognized as a Trail Community," said Kevin Quinn. Quinn, who has hiked the entire 1,200-mile-long Trail, co-chaired the designation effort. "As the Eastern Terminus of the Trail, Sturgeon Bay is well positioned to benefit from the Trail's growing popularity. It's especially gratifying to receive this designation during the month the Ice Age Trail celebrates its 40th anniversary as one of the nation's 11 National Scenic Trails."

The IATA established the Ice Age Trail Community program to help communities leverage the Trail as an economic and social engine, while promoting the Trail to community members and visitors alike. "The program represents an opportunity to cross-promote and join forces in building healthy and vibrant communities," said Mike Wollmer, IATA executive director and CEO. "We are proud the Trail is a part of Sturgeon Bay and look forward to increasing our impact on a local level."

The Sturgeon Bay Ice Age Trail Community Committee submitted an application earlier this fall following approval by the Sturgeon Bay City Council in late August to pursue designation.

The Ice Age Trail features prominently in the City of Sturgeon Bay's recently adopted 2040 Comprehensive Plan. The Plan calls for the City to work with the IATA and its local volunteers to seek designation as a Trail Community, to promote the Trail as a local resource and to implement signage that directs hikers to the trail, to public access points and to other assets in the Sturgeon Bay area.

The Sturgeon Bay Ice Age Trail Community Committee will be working with the Lakeshore Chapter of IAT and Destination Sturgeon Bay to create promotional materials, including an informational kiosk on the Ice Age and Ahnapee Trails to be located within public space on the West Waterfront.

Pam Seiler, director of Destination Sturgeon Bay, echoes others' excitement. "The Ice Age Trail is one of many things that adds to the uniqueness of our community. We look forward to partnering with the IATA on promoting the Trail and all that Sturgeon Bay has to offer hikers."

According to Quinn, a celebration of the Trail Community status is being planned to help kick off the 2021 hiking season next spring.