

## PRESS RELEASE

### WISCONSIN TRAILS TO FEATURE STEVENS POINT

#### FOR IMMEDIATE RELEASE

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STEVENS POINT, Wis. (February 27, 2007) -- After months of preparation the Stevens Point Area Convention & Visitors Bureau (SPACVB) announces its inclusion in the March/April issue of *Wisconsin Trails* magazine.

The Stevens Point area was showcased in a monthly feature story, titled 'Gone for the Weekend: Stevens Point'. The article was written by Carla Waldemar a travel writer from Minneapolis, during a visit to the area last June coordinated by the Stevens Point Area Convention & Visitors Bureau.

"This is great exposure for our area and it is a rare opportunity for our destination," said Tom Barrett, executive director of the SPACVB. "In the past, efforts like this have resulted in an increased interest in our area, generating a positive economic impact for our communities."

The article highlights the points of interests, lodging, dining, shopping, and attractions visited while in the area. Many area businesses are mentioned in the five-page article, with a map and contact information included.

The March/April issue of *Wisconsin Trails* should be on newsstands today.

*Wisconsin Trails* is an award-winning magazine, which has been chosen as one of the 50 Best Magazines worldwide by the *Chicago Tribune*. *Wisconsin Trails* has focused on the people, history, nature, travel and culture in Wisconsin for more that 45 years.

The Stevens Point Area Convention and Visitors Bureau aggressively markets Portage County as a destination for leisure travelers, conventions, motorcoach tours and sporting events, thereby contributing to the economic development of our communities. To receive more information on the Stevens Point Area Convention and Visitors Bureau and their services visit [www.stevenspointarea.com](http://www.stevenspointarea.com) or stop by the Visitor Information Center located at 340 N. Division Street, Stevens Point.