

FOR IMMEDIATE RELEASE

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### **Village of Rib Lake Designated an Ice Age Trail Community**

*Designation celebration and guided hike to take place Aug. 13*

**Cross Plains, Wis.** (July 22)—It's official: the Village of Rib Lake is an Ice Age Trail Community.

The Trail Community program helps communities leverage the Ice Age National Scenic Trail as an economic and social engine. Rib Lake is the 16th designated community in the state.

"The Ice Age Trail Alliance is thrilled to add Rib Lake as a Trail Community," says Mike Wollmer, Executive Director/CEO of the Ice Age Trail Alliance. "We are proud the Trail is a part of this community and look forward to increasing our impact on a local level."

As a Trail Community, the Ice Age Trail Alliance will promote Rib Lake as a hiking destination to its audience, encouraging hikers to visit the community and businesses while in the area hiking.

"Commitment to this program represents agreement to cross promote one another and build healthy and vibrant communities," says Amy Lord, Outreach and Education manager for the Ice Age Trail Alliance.

### **Designation Celebration to Take Place August 13**

An official designation celebration (hosted by the Ice Age Trail Alliance, its volunteer High Point Chapter, and the Village of Rib Lake) will take place August 13 during Rib Lake Ice Age Days:

#### **3:00 p.m.: Designation ceremony and ribbon cutting 655 Pearl Street (Outside Rib Lake Village Hall)**

Attendees can enjoy local cupcakes and light refreshments, while supplies last.

#### **Talk Trail and/or Take a Guided Hike**

In addition to the designation celebration, the Ice Age Trail Alliance will have a booth on Main St. Saturday (from 9:00 a.m. to 4:00 p.m.) with Trail maps, brochures, and family friendly activities for festival goers. All are invited to stop by and "talk trail".

At 10:00 a.m., the Alliance will host a 3.6-mile guided hike of the Wood Lake Historical Loop. Hikers should meet at north parking lot at the Wood Lake County Park (follow the yellow Ice Age Trail event signs).

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**About the Ice Age National Scenic Trail:**

The Ice Age National Scenic Trail is a 1,200-mile footpath contained entirely within Wisconsin. It traverses the state from St. Croix Falls in the west, to Sturgeon Bay in the east, going as far south as Janesville. One of 11 National Scenic Trails, the Ice Age Trail highlights the landscapes that were carved out by ancient glaciers, which happen to be some of the most beautiful areas in the state. Approximately 60% of Wisconsin residents live within 20 miles of the Ice Age Trail.

**About the Ice Age Trail Alliance:**

The Ice Age Trail Alliance is a non-profit, member and volunteer-based organization which conserves, creates, maintains, and promotes the Ice Age National Scenic Trail. For more information visit [iceagetrail.org](http://iceagetrail.org).