



FOR IMMEDIATE RELEASE

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Baraboo, West Baraboo Designated as Ice Age Trail Communities

Cross Plains, Wis. (February 6, 2023) — The City of Baraboo and Village of West Baraboo are official Ice Age Trail Communities.

The Trail Community program helps communities leverage the Ice Age National Scenic Trail as an economic and social engine. Baraboo and West Baraboo are the 18th designated community in the state.

“We are very excited to welcome Baraboo and West Baraboo as an official Ice Age Trail Community,” said Luke Kloberdanz, Executive Director/CEO of the Ice Age Trail Alliance. “We are proud the community supports the Trail and look forward to increasing our impact on a local level.”

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

“Commitment to this program represents agreement to build healthy and vibrant communities,” said Amy Lord, Outreach and Education manager for the Ice Age Trail Alliance. “It is a partnership to cross promote one another and support the community and Ice Age Trail users.”

Its central location on the Trail, vibrant community, and globally renowned glacial features including the ever-popular Devils Lake State Park, make Baraboo and West Baraboo a natural fit for the Ice Age Trail Community designation. Locally, the Ice Age Trail runs through the Village of West Baraboo, the University of Wisconsin-Platteville/Baraboo-Sauk County, and the City of Baraboo along the Baraboo River.

“Earning Trail Community designation was the result of some great teamwork by multiple organizations,” said George Althoff, Executive Director of the Baraboo Area Chamber of Commerce, which co-sponsored the application process. “Downtown Baraboo Inc. helped spearhead this effort, and we had outstanding assistance and support from the Village of West Baraboo and its Tourism Commission, the City of Baraboo and its Parks Department, UW-Platteville/Baraboo-Sauk County, the Baraboo Business Improvement District and the local Ice Age Trail Alliance - Baraboo Hills/Heritage Chapter.”

“The downtown businesses are thrilled with this distinction,” said Seth Taft, Downtown Manager for Downtown Baraboo Inc. “We are incredibly fortunate to have the Ice Age National Scenic Trail run through the city. This designation and collaboration with the Ice Age Trail Alliance will be an excellent partnership for the betterment not only for our local economy but also promoting the outdoor recreation opportunities in our area.”

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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).