



FOR IMMEDIATE RELEASE

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City of Portage Designated an Ice Age Trail Community

Celebration and sign unveiling to take place June 3

Cross Plains, Wis. (May 2, 2023) — It's official: the City of Portage 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. Portage is the 19th designated trail community in the state.

"We are very excited to welcome Portage as an official Ice Age Trail Community," says 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 Portage 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."

Portage Area Chamber of Commerce President & CEO Marianne Hanson says the designation as an Ice Trail Community is significant. "We welcome Ice Age Trail users to our community," Hanson said. "Portage is a growing community with much to offer including the great outdoor recreational opportunities along the Fox and Wisconsin Rivers."

The recently improved, three-mile Portage Canal Segment of the Ice Age Trail runs through the city. Following it, hikers can walk in the footsteps of explorers.

"We are excited to showcase this area to trail users," Hanson says. "With this portion of the trail right in our downtown area, visitors are within just a block of downtown to see a live performance at our Portage Center for the Arts, enjoy a cold beverage on the patio at Neil's Wine House, visit our history museums, enjoy the fun times at a community event and share in a meal at one of our locally owned restaurants."

Designation Celebration to Take Place Saturday, June 3

An official designation celebration (hosted by the Ice Age Trail Alliance, the Baraboo Hills – Heritage Volunteer Chapter, and the City of Portage and Portage Area Chamber of Commerce) will take place Saturday, June 3 during Canal Days:

12:00 pm (immediately following the Canal Days Parade) along the Ice Age Trail – Portage Canal Segment. Near the County Administration Building at the corner of Adams St. & Edgewater St.

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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.