

PRESS RELEASE

FINDING THE POINT: *Stevens Point, Wisconsin*

FOR IMMEDIATE RELEASE

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STEVENS POINT, Wis. (May 2, 2006) -- The Stevens Point area, nestled in the heart of Wisconsin, is a distinct destination. History meets luxury surrounded by abundant green space and waterways.

When the city of Stevens Point was first founded in 1858, the logging industry and trading posts defined the location. With help from the Wisconsin River, the railroad, and rich soil, the area continued to prosper. Today, the area has a diverse economy, home to headquarters for such companies as Delta Dental, Sentry Insurance, the Noel Group, and Herrschners. Diverse employers include paper company giant, StoraEnso a staple in the area for over 80 years, and numerous agricultural suppliers like Okray Produce, Paragon Farms, Basic American Foods, Del Monte, Golden County Foods, and McCain Foods.

Today, the population of Stevens Point is roughly 25,000, which increases each fall, as college returns to session. The University of Wisconsin – Stevens Point, UWSP, was established in 1894. Currently UWSP has approximately 8,500 undergraduate and graduate students. The 400-acre campus includes the Schmeekle Reserve, a 275-acre nature preserve which includes a 24-acre lake. The University also houses the Wisconsin Conservation Hall of Fame, Museum of Natural History, Carlsten Art Gallery, Planetarium, and numerous cultural exhibits and performances throughout the year.

Downtown Stevens Point, located adjacent to the Wisconsin River, is rich in historical and architectural significance, and has kept and maintained dozens of buildings important to the heritage of the city. Downtown Stevens Point has the only collection of brick commercial 19th century buildings in the county. Highlighting the architecture are several beautiful murals depicting the historical past. In addition to its unique architecture, downtown Stevens Point has an interesting combination of over 200 businesses including retail shops, restaurants, taverns, business and governmental offices, and organizations available to meet the needs of community members and visitors. The farmers market, located on the public square, runs daily from May to October and has been a staple downtown for over 150 years.

Further down the river, the historic Stevens Point Brewery continues to thrive. A local favorite since 1857 the Stevens Point Brewery is the fifth oldest continuously operating brewery in the United States. Schedule a tour during operational hours to walk through the brew house, aging cellar, bottling house, and warehouse and watch the history in action. After the tour, visit the hospitality room for samples of their best brews and specialty sodas.

If you're still thirsty for more, head outdoors. Area recreation is diverse and plentiful. Enjoy the ample green space with miles of beautiful scenery for hiking, biking, and horseback riding. Take advantage of the Wisconsin River and area lakes which offers miles of water-skiing, wakeboarding, tubing, jet skiing, sail boating, canoeing, or kayaking, not to

mention great fishing! The Green Circle Trail, a 30.5 mile trail that circles the city linking scenic natural areas, is one of several beautifully maintained trails that can accommodate outdoor enthusiasts year-round in the area. If you need to get off of the trails and on to the green, visit one of the golf courses in the area. The Wisconsin River Golf Club, known for its course along the river, allows you to play up to 6584 yards. The SentryWorld golf course is ranked as one of Wisconsin's top 5 courses, known for its signature hole, the Flower hole.

Today, Stevens Point is a destination that has something for everyone. With art galleries, museums, attractions, shopping, dining, and recreation, there is now shortage of things to do. With no end in sight get out to see the Point! For more information about the Stevens Point Area visit www.stevenspointarea.com or call 1-800-236-4636.

STEVENS POINT BY THE NUMBERS:

Latitude: North 44 Degrees 30'

Longitude: West 89 Degrees 34'

Population: 25,056

City Size: 16.8 miles

Average high temperature: 82 Degrees

Average low temperature: 23 Degrees

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