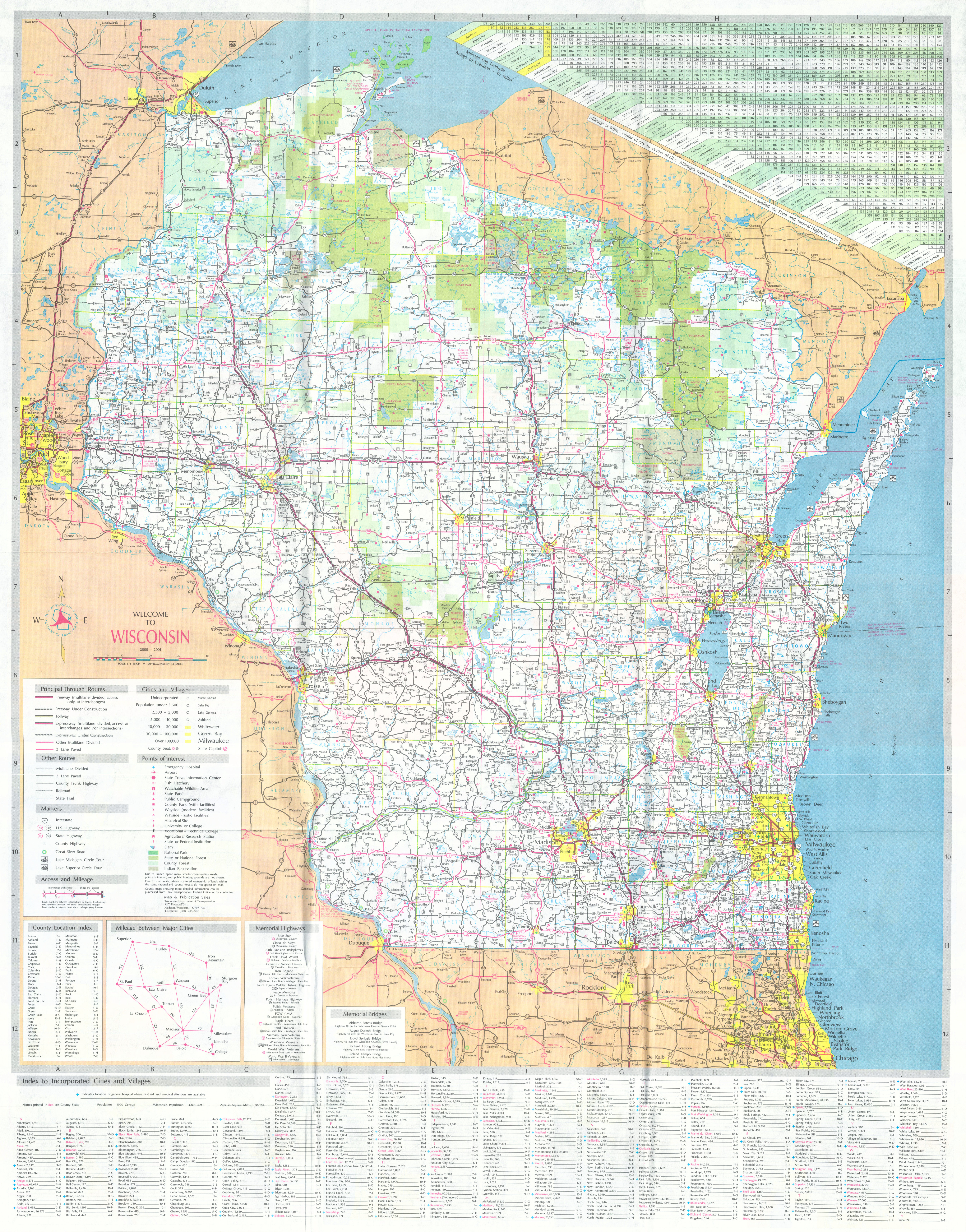




WISCONSIN

regions of delight

2000-2001 Edition
Official State Highway Map
Published at state expense by the
Wisconsin Department of Transportation
for free distribution.

WELCOME TO WISCONSIN!

As you travel within Wisconsin's borders you'll delight in the sights of our scenic bluffs, rippling waters and bustling cities. We're confident your memories will encourage a return visit, year after year.

Tommy Thompson

Governor Tommy and Sue Ann Thompson

It's our law!

Buckle up!
Don't get caught
without 'em!

Wisconsin offers regions of delight

The Northwoods

The vast pine forests of the Northwoods give off an exhilarating scent that spells "vacation"—an ever-present invitation to fun. Shimmering lakes and waterways, thousands of them, extend their special appeal. Great beauty, great fun and great adventure await in this vacationland of woods and waters. Wisconsin's Northwoods has attracted vacationers for more than a century. Family resorts offer fishing, boating, swimming, and a chance to relax amid ruby sunrises and the cry of the loon. For fun, sample a range of summer festivals from fishing derbies to colorful Native American powwows. For excitement, challenge whitewater rapids in a canoe, kayak or raft. For the tent or RV-camper, Wisconsin offers more than 1.5 million acres of state and national parks and forests. Enjoy the great outdoors at its best.

Mississippi River

The course of the Mississippi River defines much of the western border of Wisconsin—sometimes guarded by magnificent bluffs, sometimes flowing through rolling countryside. The river towns that have established themselves on its banks have tales to tell and secrets to share about generations of life on Old Man River. Wisconsin's Great River Road links these towns and the treasures they offer. Rent a houseboat for a vacation of carefree days of sun and sand along the river. Watch in wonder as tow boats coax huge rafts of barges through the river's intricate system of locks and dams. Visit one of the river's many state or federal parks and wildlife refuges to see eagles, osprey and heron take wing across the bluffs and bayous. Fish the backwaters of the Mississippi for bass, walleye and catfish.

Southern Wonders

The wonders of southern Wisconsin create their own magic. Striking rock formations, steep hills and hidden valleys, ravines filled with ferns and woodland flowers, manmade delvies and amusements—these wonders invite exploration. The enchantment can last forever. Southern Wisconsin includes the state's two largest urban areas: Milwaukee and Madison. Both offer the cosmopolitan delights of great accommodations, performing arts, architecture, nightlife and fine dining. Southern Wisconsin features many of the state's most historic sites and museums, as well as the natural and manmade wonders that are the Wisconsin Dells. The breathtaking beauty of Southern Wisconsin offers an endless selection of attractions and recreation.

Great Lakes

"Great" may be an overused term, but not in the case of Lake Michigan and Lake Superior. These two Great Lakes line Wisconsin's eastern and northwestern borders. They are truly grand, awe-inspiring bodies of water whose coastal towns and cities offer a distinctive variety of fun. Founded as ports-of-call for the sailing clippers of the Great Lakes fleet, these harbors today anchor a large charter fleet offering some of the finest sport fishing in the world. Blue-water sailing and pleasure boating, historic lighthouses, sandy beaches, the pristine Apostle Islands, and a series of nine spectacular state parks and forests make this a prime vacation destination.

Hometown Central

The heart of Wisconsin, the center of the state, pulses with the quiet activity of small towns surrounded by rugged natural beauty. Located on rivers, at the edge of lakes or in the shadow of one of the state's highest peaks, these home towns have individual charms that recommend themselves to visitors. Their welcome mats are always out. Fertile farmlands roll through the central third of Wisconsin from Eau Claire to Fond du Lac broken only by the vast wooded tract of the Black River State Forest and the 137,000-acre inland sea that is Lake Winnebago. The area is also home to some of the state's best canoeing rivers and bike trails. Enjoy old-fashioned county fairs, antique shopping, hiking and home cooking.

Tourist information available.

Free information about Wisconsin's tourist attractions and events is available at 1/800/432-8747 24 hours a day or at the Department of Tourism's web site, www.travelwisconsin.com

Find out about highway conditions.

- 1/800/ROAD WIS (762-3947)
- <http://www.dot.state.wi.us>
- "On the Road Again" construction brochure: 1/800/242-2514, rest areas & Tourist Information Centers
- 414/548-5684, Greater Milwaukee construction updates (summer).

Seat belts required.

As you enjoy Wisconsin's regions of delight, remember that Wisconsin law requires all drivers and passengers to wear seat belts, and children up to age 4 must be in a child safety seat. Law enforcement officials may stop you if your child under 8 is not buckled up or in a safety seat. And you can lose your license on the spot if you are arrested for drunk driving. Dial 911 on your cellular phone to request emergency help.

Find out about pending bills.

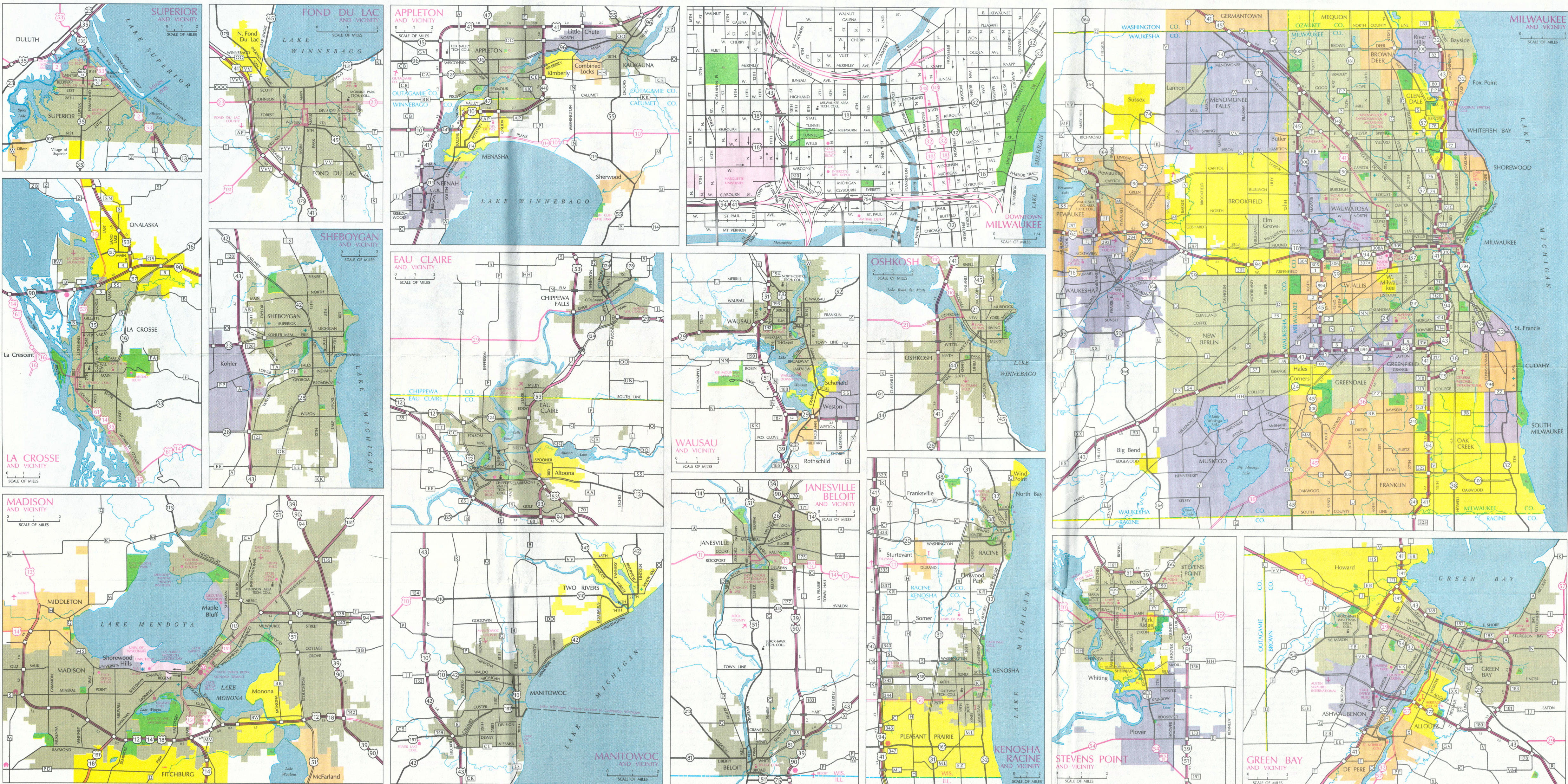
If you want to know the name of your legislator or the status of pending bills, call the Legislative Hotline at 1/800/362-9472, 1/800/228-2115 (TTY) or 266-9960 (Madison) from 8 a.m. - 5 p.m. Monday - Friday, or fax the hotline at 608/266-7038.

Expanding your business?

If your business is considering expanding to Wisconsin, call Forward Wisconsin at 1/800/669-1190, Ext. WM or visit www.forwardWI.com.

City Life

When it comes to city-scapes, not landscapes, night-life rather than wildlife, dining out instead of camping out, Wisconsin has it all. Milwaukee and Madison, the state's two largest urban areas, offer the cosmopolitan delights of great accommodations, performing arts, architecture, nightlife and fine dining. The more adventuresome will enjoy sailing on Lake Michigan in Milwaukee and on Madison's five lakes, and reveling in the antics of the residents at the Milwaukee County and Vilas Zoos. The performing arts are another urban forte: from dinner theater to off-Broadway, from Shakespeare to stand-up comedy, from Bach to Springsteen—you'll find it all in Wisconsin.



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