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WISCONSIN LAND TRUST DAYS HIGHLIGHTED ON DISCOVER WISCONSIN JUNE 13-14
Featuring events in La Crosse, Oneida, Waukesha and Door Counties

MADISON, WISCONSIN – (June 02, 2020) – *Discover Wisconsin*, the state’s leading media brand and tourism TV show, will shine the spotlight on [Wisconsin Land Trust Days](#) in an upcoming episode. The episode premieres Saturday, June 13, 2020, at 6:30 PM on WFRV Channel 5 (CBS), Green Bay. The episode is available for online streaming at discoverwisconsin.com, Roku, Apple TV, SmartTV, Google Chromecast and Amazon Fire.

This episode of Discover Wisconsin calls attention to Wisconsin Land Trust Days, a series of fun, outdoor events hosted by land trusts each year during August and September.

“Wisconsin Land Trust Days events give us the opportunity to introduce people to the work land trusts are doing in their communities,” said [Mike Carlson](#), executive director of [Gathering Waters: Wisconsin’s Alliance for Land Trusts](#). “Land trusts are nonprofit organizations that work to protect land in perpetuity—ensuring Wisconsin’s natural resources, habitat, farmland, working forests, scenic areas, prairies and other special places are available for future generations. Our job as an alliance is to give land trusts the tools they need to remain strong and sustainable so they can protect Wisconsin’s land, water, wildlife and way of life.

“This year, Wisconsin Land Trust Days may look different due to the COVID-19 pandemic,” Carlson noted. “But we still hope people will discover and explore the beautiful natural places that are open to the public in their communities.

“At past Land Trust Days events, we’ve often heard people say, *‘I never knew this place was here,’*” Carlson said. “These hidden gems are all over Wisconsin. People can visit and explore these special places for free—because a nearby land trust protected them.”

The half-hour show kicks off with the first Wisconsin Land Trust Days event at [Villa St. Joseph near La Crosse](#), where [Carol Abrahamzon](#), executive director of [Mississippi Valley Conservancy](#), shares the organization’s mission to conserve both native habitats and farmlands in Wisconsin’s Driftless area. During the **Hiking, Growing, Gazing event**, the public toured the gardens, took in a sunset hike to a beautiful scenic bluff overlook and gazed at the stars with the La Crosse Area Astronomical Society.

The next event takes host Mariah Haberman to the [Yawkey Forest Reserve](#) for the **Lake Katherine Paddle Tour** hosted by the [Northwoods Land Trust](#) in Hazelhurst, Wisconsin. The Yawkey Forest Reserve is one of the largest donations of shoreline to a Wisconsin land trust. According to Northwoods executive director, [Ted Anchor](#), the reserve consists of over 430 acres and protects 4.4 miles of Lake Katherine shoreline. The Yawkey Forest Reserve creates a unique habitat for wildlife and gives people a beautiful place to enjoy.

“Our Wisconsin Land Trust Days episode is one of the most enlightening shows I’ve had the honor of being a part of,” said Haberman. “We hope to help demystify the topic of land trusts through this episode and inspire travelers to relish the quiet serenity you’re sure to find on the beautiful public lands owned and managed by Wisconsin’s land trusts.”

The Discover Wisconsin crew also made their way to the annual [Ride to the Barns](#) event hosted by [Tall Pines Conservancy](#) in Waukesha County. “Tall Pines Conservancy’s mission is to preserve our rural heritage by protecting farmland, water resources and natural areas,” said [Susan Buchanan](#), executive director of Tall Pines Conservancy. “We strive to sustain the unique character of Wisconsin’s environment for future generations.” The segment also highlights the owners of [Serenity](#) and [Koepeke Farms](#).

Rounding out the episode, Haberman heads to the **Fungus Among Us** event hosted by the [Door County Land Trust](#) at the [Kangaroo Lake Nature Preserve](#) in Baileys Harbor, Wisconsin. Wild mushroom expert [Charlotte Lukes](#) shares her passion for conservation and fungi. Haberman takes part in a fungus-and-mushroom hike and learns about the importance of wetland conservation [from Cinnamon Rossman](#), director of charitable giving at Door County Land Trust.

Discover Wisconsin’s official podcast, [The Cabin](#), will feature Gathering Waters and Wisconsin Land Trust Days in episode 19. The broadcast premieres Tuesday, June 9, and will be available on Apple Podcasts, Spotify and various other podcast streaming apps.

Discover Wisconsin’s “Wisconsin Land Trust Days ” episode will reach the show’s broadcast network of 600,000 viewers across the upper Great Lakes region, including Wisconsin, Minnesota, Iowa, Northern Illinois and Upper Michigan. The episode was produced by Taylor Carruthers. To learn more, visit [discoverwisconsin.com](#).

About Discover Wisconsin

As the state’s leading media brand, *Discover Wisconsin* can be streamed worldwide on Roku, AppleTV, SmartTV, Google Chromecast, Amazon Fire, YouTube and [discoverwisconsin.com](#). The show can be seen statewide on Fox Sports North (FSN) Saturday mornings at 10 AM and Saturday, June 13, 2020, at 6:30 PM on WFRV Channel 5 (CBS), Green Bay. For more on this and other episodes or the broadcast schedule in other areas, please visit [www.discoverwisconsin.com](#). Connect with Discover Wisconsin on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#) and subscribe to The Cabin Podcast on [Apple Podcasts](#), [Spotify](#) or wherever you listen to your favorite podcasts.

About Gathering Waters: Wisconsin's Alliance for Land Trusts

As Wisconsin's statewide alliance, our mission is to help land trusts, landowners, and communities protect the places that make Wisconsin special. Gathering Waters helps protect Wisconsin's land, water, wildlife and way of life by strengthening nearly 50 land trust organizations throughout the state. Land trusts are nonprofit organizations that permanently protect land and water resources. To make sure Wisconsin's land trusts are strong and sustainable, Gathering Waters advocates for favorable public policies and funding; provides tools, resources, and educational opportunities for land trust staff and board members; and increases statewide awareness of the opportunities and benefits land trusts bring to the communities they serve. Connect with [Gathering Waters](#) on [Facebook](#) and [Twitter](#). Learn more about [Land Trust Days](#) and view images from events on [Wisconsin Land Trust Days Facebook page](#).

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