

Gov. Walker: Joins Wisconsin tourism industry in support of 7th annual 'Big Bundle Up' campaign

Posted on Thursday, Nov 16, 2017

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MADISON – Governor Scott Walker and Wisconsin's tourism industry are teaming up to help thousands of Wisconsin residents stay warm this winter with The Big Bundle Up campaign. Now in its seventh year, the statewide charity initiative encourages people to donate new or gently used gloves, hats, scarves, coats, and other warm winter gear for those in need. Since 2011, Wisconsin residents, travelers, and businesses contributed more than 103,400 winter items, which have been donated to charities across the state.

"Thanks to the kindness of local organizations who serve as collection sites and the generosity of individuals and businesses that donate, this program has been a tremendous success over the past several years," Governor Walker said. "We can't thank the tourism industry members enough for their participation and the people of Wisconsin for donating to this great cause."

Travel Wisconsin Welcome Centers, tourist information centers, businesses and offices across the state are serving as drop off sites today through January 2, 2018. A complete list of locations is available online [here](#).

In addition to individual donations, several private Wisconsin businesses have also contributed to the campaign. The last five years, Wisconsin Knitwear has provided a total of 8,000 knit hats to The Big Bundle Up. The Milwaukee-based company will once again assist with this year's campaign with a donation of 2,500 hats.

“This campaign embodies what the state of Wisconsin is all about,” said Tourism Secretary Stephanie Klett. “The Big Bundle Up brings together the entire tourism industry for a common cause – to spread the warmth across the state year after year.”

The public can also drop donations off at the Wisconsin Executive Residence, which is open for holiday open house tours. Tours of the residence, which is beautifully decorated for the holidays, are free and open to the public. For more information and the open house tour schedule, please visit the Executive Residence website.

The Big Bundle Up campaign received a “Best in Show” Award and an “Award of Excellence” at the 2013 Public Relations Society of America’s Paragon Awards in Milwaukee.

The mission of the Wisconsin Department of Tourism is to market the state as the Midwest’s premier travel destination for fun by executing industry-leading marketing programs and establishing strategic partnerships. The department plays a significant role in generating greater economic impact and jobs for Wisconsin. The portal for travel information can be found at www.TravelWisconsin.com.