

# Department of Tourism: Wisconsin tourism industry kicks off ninth annual big bundle up clothing drive

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**MADISON, Wis. (Oct. 28, 2019)** - For the ninth year in a row, Wisconsin's tourism industry is uniting to help collect new and gently used warm winter gear for those in need. Since the start of the Big Bundle Up campaign in 2011, Wisconsin residents, visitors and businesses have donated more than 155,000 winter items to charities across the state.

"This is what Wisconsin is all about—folks helping each other and doing what we can to support others in their time of need," said Gov. Evers. "Year after year, Wisconsinites donate winter items at collection sites across our state, and I encourage folks to participate in the Big Bundle Up by donating again this season."

This year more than 65 sites including Travel Wisconsin Welcome Centers, tourist information centers, businesses and offices are serving as drop-off sites today through Nov. 25, 2019. A complete list of locations is available at [www.travelwisconsin.com/bigbundleup](http://www.travelwisconsin.com/bigbundleup).

"Community partnership in the tourism industry extends beyond merely providing a strong economic impact," said Wisconsin Tourism Secretary-Designee Sara Meaney. "I am grateful to our tourism industry partners for their willingness and generosity in helping those in need this winter."

## **About the Wisconsin Department of Tourism**

The mission of the Wisconsin Department of Tourism is to market the state as one of the nation's top travel destinations 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 traveler information can be found at [www.TravelWisconsin.com](http://www.TravelWisconsin.com).