

Wisconsin Historical Foundation: Only in Wisconsin Giving, Inc. Donates \$50,000 to Old World Wisconsin New Arrivals Project

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Eagle, Wis. – The Wisconsin Historical Foundation is pleased to announce that Only in Wisconsin Giving, Inc., the charitable foundation of New Glarus Brewing Company, has donated \$50,000 for the New Arrivals project at Old World Wisconsin.

“The decision to donate to this project, which will highlight Wisconsin’s rich brewing heritage, was an easy one,” said Scott May, president of Only in Wisconsin Giving. “Old World Wisconsin’s goal of educating visitors about our state’s rich shared heritage made them an easy and ideal partner.”

Considering that the inspiration for Spotted Cow, released in 1997, came to New Glarus Brewing Company co-owner and master brewer Dan Carey after visiting the German homestead at Old World Wisconsin, it is only natural that New Glarus Brewing Company would be interested in contributing to the New Arrivals fundraising campaign.

Since its opening in 1976, Old World Wisconsin has become one of the popular history attractions in the Midwest and Wisconsin. An improved welcome area has long been identified as a critical need for the 600-acre site, which attracts more

than 50,000 people each year, including thousands of students. A guest entrance complex, Brewhouse, historic tavern, outdoor beer garden, pavilion, and other improvements are all a part of the multi-phased project.

The Brewhouse is part of phase one and will open in June of 2022.

“This project has been years in the making and we’re incredibly grateful to the donors like Only in Wisconsin Giving for helping to make this project possible,” said Julie Lussier, Wisconsin Historical Foundation Executive Director. “Key partnerships with leaders in the industry will help us tell the full, rich history of brewing throughout time, among diverse Wisconsin communities.”

May is excited about the potential for the new experience at Old World Wisconsin. “Thousands of visitors will come away with a deeper understanding of what it is that we do at New Glarus,” he said. “Providing this contextual education of how brewing beer has evolved over time in our state will not only be a reminder of how far we have come, but will be distinctly fun and exciting. Hopefully, many visitors will draw inspiration of their own and take what they learn and apply it to their own innovations in brewing.”

For more information on Old World Wisconsin visit, oldworldwisconsin.org.

About Wisconsin Historical Foundation

The Wisconsin Historical Foundation exists to advance the mission of the Wisconsin Historical Society: to help people connect to the past by collecting, preserving and sharing stories. The Wisconsin Historical Foundation, a 501(c)(3) tax exempt organization, receives grants and private contributions benefitting the Society and administers the membership program. Visit wisconsinhistory.org for more information.