



For Immediate Release  
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## **New Uniquely Wisconsin Brand Highlights the People, Culture and History of Our State**

Built upon generations of rich storytelling from Discover Wisconsin, a new brand, Uniquely Wisconsin, is highlighting the stories of the people, the culture and the history of our state, sprinkled in with a bit of economic development and tourism.

“Whether we take a closer look at the 9/11 Memorial in Washington County that honors one of our state’s own; meet the people that make Ishnala in Sauk County the top supper club in Wisconsin; or sit down with a family that purchased and renovated an old farm into a music studio in Monroe County - the Uniquely Wisconsin campaign is about telling the amazing stories of the people of our state,” said Washington County Executive Josh Schoemann, who is instrumental in creating the brand. “Without a doubt, it has always been about the people of Wisconsin, and we are honored to tell their stories.”

Uniquely Wisconsin utilizes video, broadcast television, audio, podcasts and social media to tell the stories of local communities. The stories highlight families, community groups/activities, community kindness, those in the service and hospitality industry, artists and creators and vision for the future.

Each county highlighted in the Uniquely Wisconsin program includes a two-part broadcast documentary, a streaming docuseries, social and digital stories, and an appearance on “The Cabin” podcast.

“Wisconsin is rich with traditions, landmarks and gorgeous natural resources,” said Wisconsin Counties Association President & CEO Mark D. O’Connell, an organization that has worked with the Discover family for years. “We are excited to be a part of the Uniquely Wisconsin brand and thrilled to see counties joining together to highlight and promote the incredible stories of our state.”

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Current counties sharing their Uniquely Wisconsin stories include Washington, Marathon, Portage, Sauk, Monroe, Adams, Sheboygan and Rock, with additional counties coming on board in the months ahead.

“As a part of the Discover Mediaworks family of programming, the Uniquely Wisconsin brand highlights our state’s greatest resource: its people,” said Discover Mediaworks, Inc. President & CEO Mark C. Rose. “Storytelling is at the foundation of what we have done for decades, and we are so proud to launch this new brand and series highlighting the voices of our state.”

To learn more, visit [www.wicounties.org](http://www.wicounties.org).

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*For additional comments, please contact: Washington County Executive Josh Schoemann, 262.306.2200; Discover Mediaworks, Inc. President & CEO Mark C. Rose, 608.442.5973; Wisconsin Counties Association President & CEO Mark D. O’Connell, 866.404.2700.*

*Discover Mediaworks, Inc. brands include Discover Wisconsin, Uniquely Wisconsin, Into the Outdoors and Boondock Nation. Learn more at [discovermediaworks.com](http://discovermediaworks.com).*