



For Immediate Release
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SEASON THREE OF UNIQUELY WISCONSIN TO PREMIERE THIS WEEK

Brought to Viewers with Limited Commercial Interruption by the Wisconsin Counties Association, the WCA Group Health Trust, and the International Union of Operating Engineers Local 139

Madison, WISCONSIN – Discover Wisconsin, the nation’s longest-running travel & tourism TV series, is proud to unveil Season Three of Uniquely Wisconsin, featuring the stories of Ashland, Calumet, Jefferson, Lincoln and Oconto Counties.

Season Three will begin airing on YouTube & the DW+ App on August 28, 2024, followed by the broadcast release on the DW Regional TV Network August 31/September 1, 2024.

“As a part of the Discover Wisconsin family of programming, the Emmy Award-winning Uniquely Wisconsin brand highlights our state’s most valuable resource: its people.” said Discover Wisconsin President & CEO Mark Rose. “Storytelling is at the foundation of what we have done for decades, and we are so proud to continue to reach more folks in this third season with this brand and series, which showcases the important voices of our state and has made a real impact in those counties.”

The Season Three initial stories featured include:

- Ryan Thimm: A True Champion for Accessibility in Glidden-*Ashland County*
- Lifeline for Youth: Jefferson County's Brand-New Youth Stabilization Program-*Jefferson County*
- Roaring Engines & Rising Stars: Off-Road Road Racing at Wisconsin's Dirt City Motorplex-*Oconto County*
- Olympic Biathlon Training Facility: Ariens Nordic Center in Brillion-*Calumet County*
- Wisconsin Musher & The Love for Their Dogs: Beauty Behind Dog Sledding-*Lincoln County*

-MORE-

UNIQUELY WISCONSIN- ADD ONE-

Additional Uniquely Wisconsin stories featuring Season Three counties of Ashland, Calumet, Jefferson, Lincoln and Oconto will be released through December of 2024.

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.

“As we tee up season three, we are so excited to continue to share the amazing stories of our people and our culture of Wisconsin,” said Washington County Executive Josh Schoemann, who was instrumental in creating the brand alongside the Wisconsin Counties Association and Discover Mediaworks. “Counties have seen the economic impact of this investment, and the success of this brand has been extraordinary. We are already talking to counties interested in joining us for seasons four and five.”

The Uniquely Wisconsin Season Three episodes are brought to viewers with limited commercial interruption by the Wisconsin Counties Association, the WCA Group Health Trust, and the International Union of Operating Engineers Local 139.

“Our Uniquely Wisconsin counties have seen the powerful reach of this brand, and we are thrilled to kick off our third season,” said WCA President & CEO Mark D. O’Connell. “These are fascinating stories told in a compelling way and we welcome our five new counties and look forward to seeing the impact in their communities.”

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To see Uniquely Wisconsin’s Season Three stories, as well as Seasons One and Two episodes, visit Discover Wisconsin’s YouTube page at youtube.com/DiscoverWI and scroll down to the “Uniquely Wisconsin” section. You can also listen to “The Cabin” podcast on your favorite podcast player, where counties in the program are featured.

About Discover Wisconsin

As the nation’s longest-running travel & tourism TV series, award-winning Discover Wisconsin highlights destinations, adventures, and local initiatives that bring our communities together across America’s Dairyland. 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 Bally Sports Wisconsin Saturday mornings at 10 a.m. 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.