

**MEDIA CONTACT:**

Danielle Johnson, Wisconsin Department of Tourism

Phone: 608-266-0458

Cell: 608-332-4551

E-mail: [djohnson@travelwisconsin.com](mailto:djohnson@travelwisconsin.com)

Media Room: <http://media.travelwisconsin.com>

**FOR IMMEDIATE RELEASE**

## TRAVEL GREEN WISCONSIN, TESLA AND (TIRE) TREADING LIGHTLY FOR EARTH DAY

*Wisconsin boasts nearly 20 Tesla charging stations for environmentally conscious drivers*

**MADISON, Wis. (April 13, 2015)** To mark the 45th anniversary of Earth Day, it seems fitting to look at a recent trend that has migrated to the Midwest – the growing popularity of electric cars, more specifically, Teslas. The carmaker, whose stock is up sharply on strong sales, just announced an improved navigation system that will plan routes taking into account available charging stations. So map your route from one Tesla charging station to the next in Wisconsin, building in time for visits to [Travel Green Wisconsin Certified businesses](#) along the way. From a state that was home to environmental activism trendsetter and founder of Earth Day Gaylor Nelson, it's no surprise that the Badger state is the perfect place to (tire) tread lightly while enjoying one of the most eco-friendly destinations in the Midwest.



*Door County Lookout  
Photo Courtesy of TravelWisconsin.com*

### Nearly 20 Tesla Charging Stations and Counting



*Monona Terrace Overlook  
Photo Courtesy of TravelWisconsin.com*

All the major destinations in Wisconsin have [Tesla charging stations](#). To the north, there's Eau Claire, Wausau, Green Bay and La Crosse. To the south, you're covered with charging stations in Madison and Milwaukee. Which means you can effectively pinball your way around the vast majority of the state, taking any route you like.

In Madison, a city known for its love of two-wheel transportation and sporting tons of bike-friendly paths, you can experience two ends of the Travel Green Wisconsin Certified spectrum – nature's art and artistic performances – when you visit both the [Olbrich Botanical Gardens](#) and the [Overture Center](#)

[for the Arts](#). There is a Supercharger station at East Towne Mall and a charging station at the [Hilton Madison Monona Terrace](#). Other fine eco-lodging choices include the [Arbor House, An Environmental Inn](#) and [Token Creek Eco Inn](#). Make a stop at [Capital Brewery](#), where their craft beers have over 200 awards to their credit.

Green Bay is home to a Tesla charging station and stellar Travel Green Wisconsin Certified attractions, like the [Green Bay Botanical Garden](#) and a foodie find with a name that's a (delicious) mouthful – [Kavarna Coffeehouse & Parisi's Delicatessen](#).

When in Wausau to charge your Tesla, you must visit the free [Leigh Yawkey Woodson Art Museum](#), with its annual "Birds in Art" exhibition and spectacular sculpture gardens. [Rib Mountain State Park](#), with a billion-year-old hill that is one of the oldest geologic formations on earth, is a great spot for picnicking and hiking.

There are two charging stations in the world waterpark capital, also known as [Wisconsin Dells](#), where couples can unwind with a spa together service at the adult-only eco-friendly [Sundara Inn & Spa](#). You'll definitely want to take the short jaunt to Baraboo to visit the [Aldo Leopold Foundation](#) (note, there's a regular charging station here too), where you can tour the "shack" made famous in Leopold's tome "A Sand County Almanac." Leopold is considered by many as the father of wildlife management. The [International Crane Foundation](#) is in Baraboo too, and it's the only place in the world you can see all 15 species of cranes. Nearby [Devil's Lake State Park](#) is the most visited park in Wisconsin and the hike up and view from the quartzite bluffs will literally and figuratively take your breath away.

The charging station in the charming town of Green Lake is at the [Heidel House Resort & Spa](#). Indulge in some ice cream at the [Pump House Parlor](#) on the grounds of the resort.

The [Grand Geneva Resort and Spa](#), a favorite getaway for Chicagoans, has a Tesla charging station. In other words, recharge your batteries at the spa while your car is recharging. After all that R&R you should have plenty of energy for a zipline adventure – soar above the green treetops at [Lake Geneva Canopy Tours](#).

The Elkhart Lake area is a vacationer's paradise, and it seems fitting that nearby [Road America](#) race track in Plymouth would be kitted out with a charging station. Spend the night at [The Osthoff Resort](#) on the shores of the lake – this Travel Green Wisconsin Certified resort is celebrating its 20th anniversary this year.

### **Electric Vehicle Charging Stations That Are Also Attractions**

You needn't own a Tesla to leave a lighter footprint, any electric vehicle will do, and there are nearly 80 electric car charging stations conveniently scattered around the state.

In the Milwaukee area, charge up at [Discovery World](#), a hands-on science center on Lake Michigan. As for Travel Green Wisconsin Certified attractions, the [Harley-Davidson Museum](#), a tribute to two wheels under power, comes highly recommended. [Lakefront Brewery](#) is a thirst-quenching stop, as is the [Miller Brewery Tour](#). Take in a major league baseball game at [Miller](#)



*The Pfister Hotel  
Photo Courtesy of Pfister Hotel*

[Park](#) – yes, the ballpark is Travel Green Wisconsin Certified – then retreat to the historic [Pfister Hotel](#) (bonus: there's a Tesla charging station here) and take advantage of their on-site WELL Spa.

Door County sports some of the newest charging stations in the state with more on the way, evidence of the community's longstanding predilection for ecotourism. The choices of Travel Green Wisconsin Certified inns and B&Bs here are bountiful: There's the [Black Walnut Guest House](#) in Sturgeon Bay, [Blacksmith Inn on the Shore](#) in Baileys Harbor, and [Bay Point Inn](#) in Egg Harbor. Get out on the water with [Bella Sailing Cruises](#) in Ephraim or [Door County Kayak Tours](#) in Fish Creek. There's also [Bread & Water](#), a hybrid kayak outfitter/café/inn on Washington Island. Golf the [Bay Ridge](#) course in Sister Bay. Get all your steps in with visits to [Whitefish Dunes State Park](#), [Newport State Park](#), [Peninsula State Park](#), and [Potawatomi State Park](#).

For a complete list of Travel Green Wisconsin Certified hotels, attractions, restaurants and shops, visit [www.TravelGreenWisconsin.com](http://www.TravelGreenWisconsin.com).

### **Sidebar: Tesla Connector and Supercharger Stations at a Glance**

Wisconsin has a handful of Supercharger stations that can recharge a Model S in about 30-45 minutes. That way you can be back on the road and enjoying your Wisconsin road trip in no time flat.

#### **Eau Claire Supercharger – 2 Supercharger stalls available 24/7**

Shoppes at Oakwood  
4601 Keystone Crossing  
Eau Claire, WI 54701

#### **La Crosse Supercharger – 6 Supercharger stalls available 24/7**

Midwest Prairie Business Center  
2845 Midwest Drive  
Onalaska, WI 54650

#### **Madison Supercharger – 3 Supercharger stalls available 24/7**

East Towne Mall  
89 East Towne Mall  
Madison, WI 53704

#### **Mauston Supercharger – 6 Supercharger stalls available 24/7**

Culver's of Mauston  
640 McEvoy Street  
Mauston, WI 53948

#### **Pleasant Prairie Supercharger – 8 Supercharger stalls available 24/7**

Pleasant Prairie Premium Outlets  
11211 120<sup>th</sup> Avenue  
Pleasant Prairie, WI 53158

Add to that list these connector stations, listed north to south:

#### **Courtyard Wausau – 1 Tesla connector for guests only**

1000 S. 22<sup>nd</sup> Avenue  
Wausau, WI 54401

#### **Midwest Renewable Energy Association – 1 Tesla connector, available to the public**

7558 Deer Road

Cluster, Wisconsin 54423

**Aloft Hotel – 1 Tesla connector for guests only**

465 Pilgrim Way  
Green Bay, WI 54304

**Heidel House Resort & Spa – 2 Tesla connectors for guests only**

643 Illinois Avenue  
Green Lake, WI 54941

**Road America – 1 Tesla connector open year-round**

N7390 State Highway 67  
Plymouth, WI 53073

**Sandrift Resort – 2 Tesla connectors for guests only**

1080 E. Hiawatha Drive  
Wisconsin Dells, WI 53965

**Cedar Lodge Settlement – 2 Tesla connectors for guests only**

E11232 Hillside Drive  
Wisconsin Dells, WI 53965

**Hilton Madison Monona Terrace – 2 Tesla connectors for guests only**

9 E. Wilson Street  
Madison, WI 53703

**Marshall Auto Body – 3 Tesla connectors for customers only**

22300 Bluemound Road  
Waukesha, WI 53186

**InterContinental Milwaukee – 1 Tesla connector for guests only**

139 E. Kilbourn Avenue  
Milwaukee, WI 53202

**Hilton Milwaukee City Center – 1 Tesla connector for guests only**

509 W. Wisconsin Avenue  
Milwaukee, WI 53203

**The Pfister Hotel – 3 Tesla connectors for guests only**

424 E. Wisconsin Avenue  
Milwaukee, WI 53202

**2894 on Main Café – 2 Tesla connectors for guests only**

2894 Main Street  
East Troy, WI 53120

**Grand Geneva Resort & Spa – 2 Tesla connectors available to the public**

7036 Grand Geneva Way  
Lake Geneva, WI 53147

###