



## **MEDIA CONTACTS:**

Danielle Johnson, Wisconsin Department of Tourism  
608-266-0458; [djohnson@TravelWisconsin.com](mailto:djohnson@TravelWisconsin.com)

Bill Cosh, Wisconsin Department of Natural Resources  
608-267-2773; [william.cosh@Wisconsin.gov](mailto:william.cosh@Wisconsin.gov)

Media room: <http://media.TravelWisconsin.com>

## **FOR IMMEDIATE RELEASE**

### **WISCONSIN DNR AND TOURISM SECRETARIES TO APPEAR ON EPISODE OF “WATERS & WOODS”**

*Secretaries Stepp and Klett join forces to promote fishing in Wisconsin*

**MADISON, Wis.** (July 31, 2012) – Secretaries from the Wisconsin Department of Natural Resources (DNR) and Wisconsin Department of Tourism (WDT) teamed up to fish Delavan Lake for an episode of John Gillespie’s “Waters & Woods.” The episode will air this weekend, Aug. 4-5 in Milwaukee, Green Bay, Northern Illinois, Northern Indiana, Minnesota, and North and South Dakota.

The DNR and WDT sponsored the episode together as a way to further promote fishing in Wisconsin.

“Both of our departments understand how important the sport of fishing is to our state as a recreational activity and tourist draw,” said DNR Secretary Cathy Stepp. “With more than 15,000 inland lakes, two Great Lakes, the Mississippi River and thousands of miles of streams and rivers, Wisconsin is a premier fishing destination, drawing visitors from all over the world.”



*Secretary Klett (left) and Secretary Stepp (right) with John Gillespie on Delavan Lake*

The appearance on “Waters & Woods” is a way for the state to reach anglers and introduce them to new places to fish. The show features fishing excursions with John Gillespie who acts as a novice and poses questions to local guides; questions that viewers are faced with most. Viewers learn techniques, latest products and preservation skills to help make the most of their next fishing experience. Programs air within 10 days of filming so that visitors can find and fish the same hot spots as the show.

“Not only did we catch some big fish, but we also enjoyed our time on land,” said Tourism Secretary Stephanie Klett. “Delavan as well as Walworth County is a beautiful summer destination and visitors to this area know they will be welcomed by inviting residents, fabulous hospitality and top-notch events and activities.”

Delavan Lake is one of the top fishing lakes in southeastern Wisconsin. Located one hour from Milwaukee and Chicago, it produces trophy bass, northern pike, walleye and panfish. In 1989, in a cooperative project with the federal government, the Wisconsin DNR revitalized the lake by draining it and re-stocking it with game fish. The lake reopened in 1991 and has been a favorite fishing spot in the Midwest ever since.

The town of Delavan draws tourists with its esteemed Lake Lawn Resort, antique shopping and fascinating history as a circus town from the mid-19th century. Visitors to Walworth County spent almost \$410 million last year, an increase of 13.75 percent from 2010.

The total impact of traveler spending in Wisconsin was over \$16 billion in 2011, up 8 percent from \$14.8 billion according to research conducted by Tourism Economics and Longwoods International.

Who caught the biggest fish of the day? [Tune in](#) this weekend to find out. Hint: It's one of the secretaries.

[View more photos](#) from the fishing trip with Secretaries Stepp and Klett.

The mission of the Wisconsin Department of Tourism is to market the state as the Midwest's premier travel destination 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).

The Wisconsin Department of Natural Resources and its predecessor agencies have been working for more than a century to help provide great fishing, expand fishing opportunities in Wisconsin, and assure the sport remains an economic anchor for state and local communities. Fishing generates a \$2.75 billion annual economic impact in Wisconsin, supports more than 30,000 jobs, and generates nearly \$200 million in tax revenues to help support schools and health care. Go to [dnr.wi.gov](http://dnr.wi.gov), and search for "fishing" to get a line on your fishing fun.

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