



Warrens Cranberry Festival, Inc.

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FOR IMMEDIATE RELEASE

Warrens Premier Night A Huge Success

WARRENS, WISCONSIN, August 10, 2011— A little over 300 people attended The Warrens Premier Night event on August 8, 2011, at Three Bears Resort in Warrens, WI. The event which premiered the upcoming episode of the award winning television show, *Discover Wisconsin*, "**Warrens - The Cranberry's Big Gig**", featured the Village of Warrens, the Warrens Cranberry Festival, Inc., and local cranberry marshes, growers and businesses.

The event started with cocktails and hors d'oeuvres and guests were invited to walk the red carpet for a picture with the Warrens Cranberry Festival Royalty and Jellystone's Yogi Bear & Friends. The dinner was provided by Three Bears Resort, who showcased their culinary cuisine with many tasty delights for everyone to choose from and the gourmet desserts were a smashing success! Guests were then given a sneak peak of the new *Discover Wisconsin* episode which included a special taped message from Governor Scott Walker, who spoke about his love for cranberries and tourism in the state of Wisconsin. The evening ended with door prizes being given away.

The episode "**Warrens - The Cranberry's Big Gig**", goes behind the scenes on set up day and takes viewers on a marsh tour close to harvest time. It gives the viewer the perspective of why the festival is known for its food, shopping and destination for family fun. The episode will air in eight Midwestern states on August 13 and 14. It will air locally on August 14th at 5 p.m. on WXOW TV 19 (ABC) in La Crosse and WQOW TV 18 (ABC) in Eau Claire.

Special guests of the evening were Stephanie Klett, Wisconsin's Secretary of Tourism and former host of *Discover Wisconsin*, and Greg Smith, Broadcast Sales, *Discover Wisconsin*. We appreciate and thank them for attending and sharing in our special night.

A special thank you to all those who attended and helped the Village of Warrens celebrate this grand experience. A very special thank you to all the people and businesses who donated door prizes for the event: Carroll's Cranny-Carroll Chinnock, Cranberry Country Mall, *Discover Wisconsin*, DNA Vinters, Jellystone Camp Park Resort, Dave Keene, Super National Tractor Pull, Sweet N Special LLC-Julie Kemnitz, Three Bears Resort, Warrens Cranberry Festival, Inc., Wetherby Cranberry Co., Wildes Art Gallery, and Wisconsin Cranberry Discovery Center.

Warrens Premier Night Hosts: Warrens Cranberry Festival, Inc., Three Bears Resort, Jellystone Park Camp Resort, Wetherby Cranberry Co., and Wisconsin Cranberry Discovery Center.

The purpose of the Warrens Cranberry Festival shall be to promote the common good and general welfare of the community of Warrens, including holding an annual community festival and raising funds to be used exclusively for civic betterments and social improvements in the Warrens community.

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Stephanie Klett, Secretary of Tourism, Wisconsin Department of Tourism & 2010-2011 Warrens Cranberry Festival Royalty at the Warrens Premier Night of Discover Wisconsin Episode, "Warrens - The Cranberry's Big Gig".

Picture taken by Sherry Hininger, Warrens, WI

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