

# TAILORED WISCONSIN STORYLINES BY BEAT

The NFL Draft in Green Bay is just the beginning. Discover more unexpected storylines throughout Wisconsin with inspiration below. Please contact TURNER PR at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com) for additional details on angles that interest you.

## THE GREAT OUTDOORS

**Surfing In Sheboygan:** For those seeking thrilling waves, Sheboygan's coastline offers some of the best surf conditions in the Midwest - especially in winter! Locals call it the "Malibu of the Midwest," and it's no wonder, with consistent waves for surfers of all skill levels.

**Incredible Islands:** The [Apostle Islands National Lakeshore](#) is a haven for adventure seekers, with activities like sea cave kayaking, scuba diving and over 50 miles of scenic hiking trails. With 21 islands and 12 miles of coastline, this area is a treasure trove of natural wonders and wildlife.

**Astrotourism:** [Yerkes Observatory](#), home to the world's largest refracting telescope, is a monument to both astronomy and architecture, while Door County's [Newport State Park](#) - Wisconsin's first International Dark Sky Park - offers visitors an awe-inspiring look at the cosmos, remarkably free of light pollution.

**State Parks Turn 125:** Since 1900, the [Wisconsin State Park System](#) has provided a sanctuary for outdoor enthusiasts, nature lovers and families, offering breathtaking landscapes, diverse wildlife and unforgettable experiences across 307,000 acres. Whether you're hiking through ancient forests, kayaking on crystal-clear lakes or camping under the stars, there's no better time to explore the beauty of Wisconsin's parks.



## FOOD & DRINK

**Cheese Experiences:** [Union Star](#) near Appleton is a family-owned cheese factory (founded in 1911) that shows visitors how local milk transforms into squeaky cheese curds. Meanwhile, [Renard's Cheese](#) in Door County draws droves of visitors to sample more than 50 flavor-infused specialty cheeses - Wisconsin produces half the country's supply of specialty cheeses, after all.

**Fruits of Wisconsin:** Wisconsin is the largest cranberry growing region in the world, and the [official state fruit](#) is celebrated in Central and Northern Wisconsin with festivals, harvest experiences and cranberry marsh tours. In Northeast Wisconsin, Door County is [renowned for its cherries](#), grown on the peninsula since the late 1800s, and a visit wouldn't be complete without sampling some of the best.

**Wisconsin Wine:** Composed of 10 distinctive wineries, each stop on the [Door County Wine Trail](#) promises new flavors and scenic delights at such esteemed Wisconsin wineries as Door Peninsula Winery, Harbor Ridge Winery and von Stiehl Winery, the state's oldest.



## ARTS & CULTURE

**Indigenous Heritage:** Wisconsin is home to 11 federally recognized Tribal nations, including four in Northeast Wisconsin: the [Oneida Nation](#), [Stockbridge-Munsee Band of the Mohicans](#), [Menominee Nation](#) and [Sokaogon Chippewa Community](#). History buffs should plan a stop at the [Oneida Nation Museum](#) for an in-depth look at Oneida culture, history and traditions.

**Maritime History:** Located along Sturgeon Bay's working waterfront, the [Door County Maritime Museum](#) showcases the area's rich maritime roots via interactive exhibits and artifacts. Further south along the scenic Lake Michigan shoreline, visit the [Wisconsin Maritime Museum](#) in Manitowoc to tour the USS Cobia - a fully restored World War II submarine available to spend the night in!

**Barn Quilts:** A large colorful picture of a patchwork heart, a winking owl, a traditional shamrock framed in orange and blue - these are some of the lovely and surprising [barn quilts](#) you might stumble upon when driving through beautiful Shawano County.



## SPORTS TOURISM

**Birthplace of Tailgating:** Green Bay is often referred to as the birthplace of tailgating, with the tradition growing larger over the years. Deep dive into how the Packers, Badgers and Brewers fans celebrate on their home turf before kickoff and the first pitch.

**Draft Activations Beyond Green Bay:** The excitement of the Draft doesn't stop in Green Bay. Football fans can cheer on their favorite team's newest selections across the state, [with activations like Milwaukee Tailgate Week](#), special brews like [Fox River Brewing's](#) limited-time "On the Clock" IPA, special exhibitions like the [Gridiron Garments](#) at the [Leigh Yawkey Woodson Art Museum](#) and more.

**A Golfer's Paradise:** In 2025, [Erin Hills](#) will host the U.S. Women's Open, but did you know Wisconsin boasts over [500 golf courses](#) including many of the country's top-rated courses? Home to 10 spots on Golf Digest's [America's 100 Greatest Public Courses](#) list - more than any other state - famed course designers like Arnold Palmer, Pete Dye and Robert Trent Jones Sr. & Jr. have left their mark on Wisconsin's courses.

**Road America Turns 70:** [Road America](#), often referred to as America's National Park of Speed, is celebrating a monumental milestone in 2025 - its 70th anniversary. Since opening in 1955, this legendary racing circuit in Sheboygan County has become a mecca for motorsports enthusiasts, offering a blend of rich history, iconic races and an unparalleled fan experience. The 70th anniversary marks not just the celebration of the track's legacy, but also its enduring role in shaping the future of racing in North America.

**Powerboat Racing in Sheboygan:** The [Sheboygan MidWest Challenge](#), a festival and celebration of powerboat racing, returns to Lake Michigan's western shores along Sheboygan for the third time in August 2025. The Union Internationale Motonautique (UIM) Class 1 World Championship features boats capable of reaching speeds up to 160 mph. For the first time, Sheboygan will also host the American Powerboat Racing Association's (APBA) National Championship, with 14 classes of fast boats in action. More than 60 race teams from around the world are expected to compete, including Australia, Italy, Sweden, Canada, the United Kingdom, Puerto Rico and the Bahamas.