



NEWS RELEASE

For Immediate Release
April 30, 2019

Dairyland Power Supporting WI Governor's Fishing Opener Gov. Tony Evers to attend event, to be held in Ladysmith from May 3-5

LADYSMITH, WI— Dairyland Power Cooperative is sponsoring several events and activities for Wisconsin's 54th Governor's Fishing Opener this year, being held in Rusk County from May 3-5. The Governor's Fishing Opener is held during the opening weekend of the Wisconsin hook and line fishing season, in a different location each year. Ladysmith will serve as the hub for Governor's Fishing Opener activities, with fishing on the Dairyland Reservoir.

Thanks to an ongoing collaboration between Dairyland and the Rusk County Wildlife Restoration Association, fishing on the Dairyland Reservoir is yielding excellent results. The major aquatic habitat improvement project began in 2007 and has dramatically increased both forage and gamefish species.

In addition to sponsoring a ticketed banquet dinner on Saturday, Dairyland is supporting the following public activities:

- Dairyland and its member local distribution cooperative, Jump River Electric, will host an informational booth at the **Community Expo** at the Ladysmith Visitor Center from 1 to 5 p.m. on Friday and from 9 a.m. to 2 p.m. on Saturday.
- **Tours of Dairyland's Flambeau Hydroelectric Station.** Tours will be available at 1 p.m., 2 p.m., 3 p.m. and 4 p.m. on Friday; 8 a.m., 9 a.m. and 10 a.m. on Saturday. A shuttle bus will transport participants from the Community Expo to the hydro plant (10 minute drive).
- **Open house of the new Quarry Park** (W4383 Quarry Rd., Tony, Wis.) on the Dairyland Reservoir from 1 to 4 p.m. on Saturday. Stop by the fun open house, which will be at the park shelter, serving snowmobilers in the winter and outdoor enthusiasts in all seasons. A **ribbon cutting** with the Chamber of Commerce will take place at 2:30 p.m. at the park shelter.
- Dairyland employees will serve as **boat landing attendants** at the Josie Creek, Einar P. Johnson and Community Park boat landings from 7 to 10 a.m. on Saturday to assist anglers with safe off-loading and loading of their boats.

Dairyland's Flambeau Hydro Station

The Flambeau Hydroelectric Station, located on the Flambeau River five miles northeast of Ladysmith, has been generating clean, efficient electricity since 1951. This water-powered facility can generate 22 MW of electricity. Throughout the year, Dairyland welcomes area residents and visitors to enjoy the many recreational opportunities available on both the Reservoir and the public land surrounding it.

***About Dairyland:** With headquarters in La Crosse, Wis., Dairyland provides wholesale electricity to Jump River Electric in Ladysmith and 23 other member distribution cooperatives and 17 municipal utilities in the Upper Midwest. For more information, please visit www.dairylandpower.com.*

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