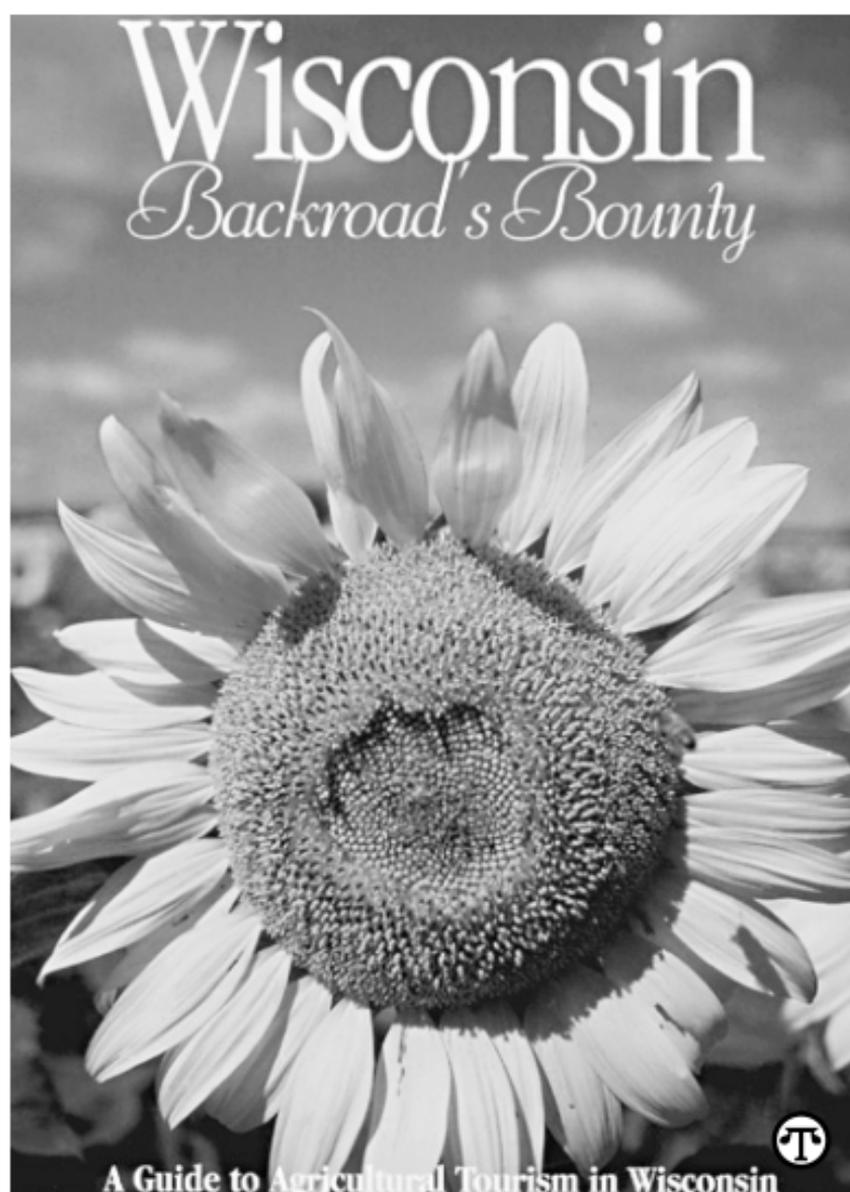


Wisconsin's Backroads

(NAPSA)—Wisconsin's backroads take travelers through rolling hills, dew-covered pastures and classic family farm landscapes to experience a world of rich agricultural traditions. With the new "Wisconsin Backroad's Bounty" guide, travelers can find hundreds of ways to explore the natural treasures found just around the bend.



The "Wisconsin Backroad's Bounty" guide is a free, full-color publication packed with agricultural adventures for travelers. The guide highlights ideas on where visitors can experience everything from the delicious tastes and smells of apple orchards to the fun of feeding a newborn calf.

Discover many scenic, rustic roads that lead the way to cheese factories, fish ponds, farm vacations or fresh red cherry orchards. Families can get up close with cows, horses and even llamas on local farms, or search for that perfect treat at roadside stands, farmers' markets or county fairs.

For more information on Wisconsin agricultural tourism and free travel-planning guides, including the "Wisconsin Backroad's Bounty" guide, visitors can log onto the Wisconsin Department of Tourism's Web site (www.travelwisconsin.com) or call the 24-hour live-operated hotline, 1-800-432-TRIP/8747.