



## **For Immediate Release**

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### **MREA Receives Wisconsin Department of Tourism Grant**

Stevens Point – The Midwest Renewable Energy Association (MREA) received a grant from the Wisconsin Department of Tourism to help expand the scope of The Energy Fair, set for June 19-21, 2009. The nearly \$30,000 grant will allow the MREA to better promote the 20th Anniversary Energy Fair in the Chicago and Minneapolis areas.

“Marketing in urban regions can often be difficult for non-profit organizations,” said Amy Heart, Midwest Renewable Energy Association Programs Director. “However, thanks to the tremendous support of the Stevens Point Convention and Visitor Bureau, we are now able to promote our services in these metropolitan areas.”

“We know this one-of-a-kind event will create a strong interest for people to travel to central Wisconsin,” said Heart. “Not only will we bring new, out-of-state attendees to The 20th Anniversary Energy Fair, but also to visit central Wisconsin’s many attractions.”

The MREA is working to ensure sustainable transportation options from these urban communities as well. The MREA will offer daily, round-trip bus travel from Chicago and Minneapolis during the Fair. “We’re adding more buses to expand the reach of The Energy Fair, but trying to do so in a responsible and sustainable way,” said Heart. These buses are in addition to the daily buses already scheduled for Milwaukee, Madison, Green Bay, and Stevens Point.

***more***

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Each summer, since 1990, the Energy Fair has transformed rural central Wisconsin into the global hot spot for renewable energy education. It is the world's premier energy education event – last year over 22,000 attendees traveled to Custer from around the world for the three-day event. The Energy Fair features hundreds of workshops and exhibits all emphasizing clean energy and sustainable living, and is fun for the whole family.

The MREA promotes renewable energy, energy efficiency, and sustainable living through workshops, tours, and events throughout the year. The MREA headquarters is located seven miles east of Stevens Point off of Highway 10, and is open to the public from 10 a.m. to 4 p.m. Monday through Friday, and 10 a.m. to 2 p.m. on Saturdays.

**The Energy Fair will be June 19-21, 2009 in Custer, Wisconsin. Tickets for the Fair will be available April 15. For more information on the Fair or the Midwest Renewable Energy Association visit [www.the-mrea.org](http://www.the-mrea.org) or call 715-592-6595.**

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