

WHEREAS; created by the Wisconsin State Legislature in 1973, the Rustic Road Program works to preserve the state’s scenic, lightly traveled back roads for the enjoyment of motorists, hikers, and bicyclists across the state; and

WHEREAS; marked with signature brown and yellow signs, Wisconsin’s 126 rustic roads span approximately 760 miles across 61 counties and boast outstanding natural features along their borders, such as rugged terrain, native vegetation, native wildlife, and open areas with agricultural vistas; and

WHEREAS; each rustic road in Wisconsin is unique, and the state remains committed to continuing efforts to maintain and promote the safety and sustainability of these roads while preserving their rustic and scenic qualities; and

WHEREAS; the Rustic Roads Program promotes tourism, and local governments and communities may benefit from rustic road designation by providing local and national travelers with an additional incentive to visit; and

WHEREAS; rustic roads also generate a sense of local community pride by highlighting a scenic roadway that reflects an area’s cultural or historical attributes; and

WHEREAS; state and local partnerships of preservation and promotion are the foundation of the Rustic Roads Program, and remarkably, half a century later, new routes are still being proposed and added to the statewide system thanks to the initiative of local governments; and

WHEREAS; the first rustic road was designated in Taylor County on September 27, 1975, and on this occasion, the state of Wisconsin joins all Wisconsinites, rustic road enthusiasts, and the Wisconsin Department of Transportation in celebrating 50 years of the Rustic Roads Program and in encouraging all individuals to take a leisurely hike, bike, or drive through Wisconsin’s scenic countryside;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim September 27 2025 as

RUSTIC ROADS DAY

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 10th day of September 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State