

WHEREAS; outdoor recreation plays a significant role in Wisconsin’s culture, heritage, and economy, with exciting opportunities unveiling themselves with every change in season; and

WHEREAS; since the formation of Wisconsin’s first ski area in 1937, the state has amassed over 30 ski areas that are a staple of its tourism sector; and

WHEREAS; ski areas across the state provide family-friendly winter recreation to over one million skiers and snowboarders every year, helping keep Wisconsinites of all ages happy, healthy, and active year-round; and

WHEREAS; because many of Wisconsin’s ski areas are located in rural communities, collaborative networks among ski areas, tourism organizations, and state agencies have formed, prompting efforts to support local economies and the well-being of nearby residents, including through professional learn-to-ski and snowboard initiatives; and

WHEREAS; this week, the Wisconsin Department of Tourism and ski areas across the state are partnering to provide Wisconsin residents with the opportunity to try beginner ski and snowboard lessons at a discounted rate at participating local ski areas; and

WHEREAS; on this occasion, the state of Wisconsin joins the Wisconsin Department of Tourism, Skiing Wisconsin, and ski areas across the state in encouraging individuals and families to try skiing and snowboarding for the first time and enjoy this winter season in a fun and engaging new way;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim December 17 through 21 2023 as

**LEARN TO SKI AND SNOWBOARD WEEK**

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 27th day of November 2023.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State