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For Immediate Release

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Chinese Delegation to Tour Madison, New North for China-U.S. Water Symposium

Invited party to learn about water management from New North resources

MADISON, July 18, 2008 – Looking to further capitalize on the water resource management gains in the region over the past several decades, the New North, Inc. has invited a delegation of Chinese scholars, engineers, and scientists to tour the Fox River and area facilities to learn about effective river cleanup.

The trip, which is organized by the New North, will see the Chinese delegation visit the Björklunden campus of Lawrence University, the Green Bay Wastewater Treatment Plant, the Fox River, an Appleton Coated, LLC paper mill, and the Holsum Dairy Farm in Chilton, in addition to the UW-Madison and UW-Milwaukee campuses.

While here, the delegation will hear presentations from professors at UW-Green Bay, UW-Madison, and Marquette, as well as from representatives of the Wisconsin Department of Natural Resources and several New North companies.

“Northeast Wisconsin has seen a tremendous amount of progress in its efforts to protect its watersheds, and we’re excited to have the opportunity to share our experiences and expertise with members of the Chinese scientific community,” said Jerry Murphy, Executive Director of the New North, Inc. “This trip will provide not only academic resources for our guests, but potential business opportunities for those in the New North.”

China is currently undergoing steps to alleviate severe pollution along several of its rivers, including the Yangtze – the longest in the country and the third longest in the world. Many of the country’s water use issues are due to a growing paper industry, making the stewardship and cleanup efforts along the Fox River an ideal model for China to follow.

“Like China, the New North is home to a thriving industrial economy, with the production of paper products playing a large role,” Murphy said. “The opportunity for the Chinese delegation to tour one of our region’s paper mills and the Fox River will provide a great deal of insight into how to effectively protect watersheds from contamination.”

The Chinese delegation arrived in Wisconsin on Friday, and on Monday, they will be participating in a public presentation by Professor Zhao-Yin Wang of Tsinghua University at the University of Wisconsin-Madison. Details for the event are below:

WHAT: Presentation by Prof. Zhao-Yin Wang
“River training and ecological restoration in China”

WHERE: Lowell Hall – UW-Madison campus
610 Langdon Street
Madison

WHEN: Monday, July 21, 2008
8:00 a.m.
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New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.

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