

For Immediate Release

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City of Gillett, WI to Proclaim Itself “ATV Capital of the World”

GILLETT, May 18, 2007 – The City of Gillett, Wisconsin, population 1,303, will proclaim itself “The ATV Capital of the World” on Saturday, May 19, 2007. Located about thirty miles northwest of Green Bay, WI, this rural community is located at the intersection of State Highways 22 and 32, in Oconto County.

The day’s festivities will begin at 10:30 a.m. on the sanctioned ATV Route at the corner of Main and Richmond Streets where brand-new “Welcome to Gillett” banners announce the new designation. From there, a mini-parade of ATVs will make the four block journey along the route to the headquarters of “The ATV Capital of the World,” located at Sportsmen’s Lodge and Grill at 145 N. McKenzie Avenue (also State Highway 22). Here, the Mayor of Gillett, Tom Leitz, will read the proclamation announcing the community’s new title. Distinguished guests from around the area and the State of Wisconsin will be introduced.

Immediately following the Proclamation, an ATV Poker Run will commence. An ATV Poker Run is an activity where participants ride their machines to local businesses, which will stamp the card purchased with their registration. The ATV Poker Run will end at the Sportsmen’s Lodge & Grill at 5:00 p.m. when prizes will be awarded.

The Sportsmen’s Lodge and Grill, located in the former Masonic Temple, will also celebrate its Grand Opening in conjunction with the Proclamation. Owners Gary and Vicki Pemrich have been pivotal in the process leading up to this announcement.

There are 320 registered ATVs in Gillett, Wisconsin’s zip code of 54124, equal to about one out of every four people who live in the City of Gillett. There is access to over 130 miles of ATV trails from the city’s downtown Zippel Park, which offers free trailer and truck parking. The Gillett Rail Runners ATV Club and the Gillett Professional Police Association co-sponsor the ATV Adventure Weekend the last weekend in September, and this year’s third annual event is filled with exciting ATV opportunities. There is access to local businesses on city streets that are open to ATV traffic and the Rail Runners ATV Club is developing twenty acres just west of town into a year-round ATV Park.

All this in an extremely ATV friendly community located at the gateway to the Northwoods, about an hour from Green Bay and the Fox Cities.

For further information, contact Brandon Miller at 920.855.1888 or Wayne Strei at 920.855.2420. Information can also be found at www.atvcapitaloftheworld.com.