

PRESS RELEASE



FOR IMMEDIATE RELEASE

New North Inc. to highlight region’s “cool stuff” at EAA AirVenture 2022 *Visitors to “The World’s Greatest Aviation Celebration” are invited to stop by the New North booth, located in Epic Aircraft Exhibit Hanger C, to learn more about region’s innovation*

NEW NORTH, July 25, 2022 – Visitors to EAA AirVenture Oshkosh 2022 are invited to stop by the booth of New North Inc., the regional economic development corporation serving the 18 counties of Northeast Wisconsin. Themed “Cool things take flight in Northeast Wisconsin,” the booth features innovative and cool products, places and people from the region.

The New North booth is located in the Epic Aircraft Exhibit Hangar C, booth #3152. Hours are 9 a.m.-5 p.m. from Monday through Saturday (July 25-30) and 9-4 on Sunday, July 31. A map of the EAA grounds is available at <https://www.expodadweb.com/22eaa/ec/forms/attendee/index5.aspx#fpPanel>.

Local economic-development representatives from across the New North region will be joining New North Inc. staff to highlight “cool stuff” from their respective areas.

“EAA AirVenture Oshkosh is a showcase event for the New North region,” says Barb LaMue, president and CEO of New North Inc. “With nearly 600,000 attendees, 10,000 aircraft and visitors from more than 65 countries, we are excited to share the technology, innovation and STEM education in the aviation industry that is taking place in our region. We ask everyone to join us in this celebration by stopping by the New North booth.”

The booth is a preview of New North’s “Cool Stuff in Wisconsin’s Northeast” campaign, set to launch later this year. Being developed by the New North Marketing & Branding Committee, the initiative will be tailored to audiences outside the region and designed to resonate with defined personas based on their specific areas of interest.

A special page on the New North website that highlights the “cool stuff” in the region will go live in conjunction with EAA AirVenture Oshkosh 2022. It can be found at <https://www.thenewnorth.com/cool-stuff/>.

[EAA AirVenture Oshkosh](#) is “The World’s Greatest Aviation Celebration” and serves as the membership convention of the Experimental Aircraft Association. The event has an annual economic impact of \$170 million collectively to the five New North counties of Winnebago, Fond du Lac, Outagamie, Calumet and Brown, according to a study of the 2017 event by the University of Wisconsin Oshkosh.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. www.thenewnorth.com

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