Northern Woods and Lakes

The beautiful northern woods and lakes of Wisconsin provide year-round recreational opportunities. Locals and tourists alike can enjoy hiking, swimming, boating, fishing, hunting, skiing or just relaxing in this scenic area of the state. In February, the "American Birkebeiner," North America's largest and most prestigious cross-country ski marathon, is held from Cable to Hayward. Thousands of participants and spectators come from around the world to enjoy this annual event, which also includes a half-marathon and shorter races as well.



Alpine Valley Waltz

Among the many European immigrants who settled in Wisconsin, it was the Swiss who were reminded of their homeland when they saw the lush green valleys in the southern part of the state. Their dairies and cheese production helped Wisconsin earn the nickname "America's Dairyland." Each summer, Swiss heritage is celebrated with events like the William Tell pageant, a Heidi Festival and Cheese Days.



Wisconsin State Pride

The symbols on the Wisconsin Coat of Arms represent the diversity, wealth and abundance of resources in the state. The state motto, "Forward," reflects Wisconsin's drive to be a national leader. Its citizens take pride in all the strides that have been made since Wisconsin became a state in 1848. This rousing march pays tribute to the important role that collegiate and professional athletics have contributed to Wisconsin State Pride.

