



Warrens Cranberry Festival, Inc.

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FOR IMMEDIATE RELEASE
Kim Schroeder/General Manager

Cranberry Marsh Tours Offered at Warrens Cranberry Festival 2017

Have you ever wondered why cranberries are harvested in water? Or how the fruit got its name. Or why there are so many cranberry marshes in the Warrens area?

You can learn the answers to all those questions and more on a cranberry marsh tour offered on Friday, September 22nd and Saturday, September 23rd at the Warrens Cranberry Festival. The 1-hour marsh tours are offered from 8 a.m. to 3 p.m., departing every 10 minutes from the Wetherby Cranberry Stone Building (labeled "Stone Building" on festival maps). Corner of Main and Hayes streets.

Commercial tour buses are welcomed and can request a step-on guided cranberry marsh tour where a guide will meet your bus when you arrive at the Festival. Deadline will be August 25 and you must fill out a Bus Reservation Form available on-line or by request. *American Bus Association* named us "**North America's Top 100 Events**" to travel to in 2016.

The guided marsh tours take guests to area cranberry marshes, allowing participants the opportunity to learn more about Wisconsin's state fruit. The tours feature a scenic route around the immediate Warrens area, allowing visitors to see some of the local wildlife and learn many facts about the cranberry industry along the way. A tour guide will show guests different types of cranberry equipment, and everyone will have the chance to purchase fresh cranberries, honey and wine.

Cranberries are native to North America and have been grown and harvested in Wisconsin since the 1830s. Cranberry growers in the Warrens area reach back multiple generations, with the oldest marsh in the area getting its start in 1871. Monroe County has over 60 cranberry growers spanning 3,500 acres.

Marsh tours first began in 1974 where a bus would go to the Babcock Cranberry Processing Plant. In 1975 they also added a tour to Habelman Brothers Fresh Fruit Packing plant. In the early years of the festival, the Cranberry Bus Tours started at the F&M Bank and in front of the Gray House Antique Shop on Main Street. To eliminate congestion on Main Street in the late 1980's they moved to the Felton Manufacturing Company and now the tours run from Wetherby Cranberry Stone Building.

The cost of the marsh tours have not gone up much in all these years as it was a \$4. tour back when it started. Marsh tour tickets now are \$6 for adults, \$4 for children 4—11 and free for children 3 or younger. Purchase of a tour ticket also comes with a free admission pass to the Wisconsin Cranberry Discovery Center in downtown Warrens. Housed in a former cranberry sorting warehouse.

The Warrens Cranberry Festival will be celebrating 45 years on September 23-25, 2017. The theme for this year's festival is "Making Memories Since 1973".



The purpose of the Warrens Cranberry Festival shall be to promote the common good and general welfare of the community of Warrens, including holding an annual community festival and raising funds to be used exclusively for civic betterments and social improvements in the Warrens community.

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