



Friends of Freedom Park

200 Monroe St. Prescott, WI 54021

www.freedomparkwi.org 715-262-0104

Supporting the mission of the Great River Road Visitor and Learning Center through membership, volunteer recruitment and fundraising.

Press Release

FOR IMMEDIATE RELEASE

From: Margaret Smith, Executive Director
Great River Road Visitor and Learning Center
200 Monroe St., Prescott, WI 54021
715-262-0104, www.freedomparkwi.org

Subject: New Signs at the Great River Road Visitor and Learning Center at Freedom Park
Date: July 18, 2011

Visitors will now see new signs directing them to the Great River Road Visitor and Learning Center at Freedom Park. Executive Director Margaret Smith worked with the WI. Department of Transportation and the Mississippi River Parkway Commission to design four new signs. Two new signs are at the corner of Jefferson/Highway 35 and Monroe Street and include the names of the Great River Road Visitor Center as well as Freedom Park. Many visitors have come into the Great River Road Center to ask where "Freedom Park" is. The former signs for Freedom Park were taken down several years ago. The new signs will help visitors find both the Center and Freedom Park. In addition, two new "advance signs" were installed as well: southbound from downtown Prescott is a "1/2 mile" advance sign to the Center and Freedom Park; northbound from Diamond Bluff is a "1/4 mile" advance sign to the Center and Freedom Park.

The Great River Road Learning Center is now an official National Park Service Partner Site. The decision to designate the Center as a Partner Site of both the Mississippi National River and Recreation Area and the St. Croix National Scenic Riverway was made at the signing of the historic Sister Park agreement between the two National Parks at the September 24, 2010 Great Rivers Confluence Project Symposium held at the Center. Executive Director Margaret Smith worked with the National Park Service on the design of the sign, which features the National Park Service arrowhead logo and the logo of the Great River Road Visitor and Learning Center. The National Park Service Partner Site sign was installed in July at the Center. Both National Parks now list the Center in their marketing materials.

The Friends of Freedom Park is a non-profit organization whose mission is to support the operations and educational programs of the Great River Road Learning Center. Since 2006, the Center has welcomed over 83,000 visitors from 50 states and 42 countries and hosted over 450 programs to 18,000 participants. Membership in the Friends of Freedom Park is tax deductible. Questions, please call Margaret Smith, Executive Director, 715-262-0104.



Caption: New signs have been installed for the Great River Road Visitor Center and Freedom Park at the corner of Jefferson/Hwy 35 and Monroe St. Photo by Margaret Smith



Caption: The Great River Road Visitor and Learning Center is an official National Park Service Partner Site of both the Mississippi National River and Recreation Area and the St. Croix National Scenic Riverway. Photo by Margaret Smith