

PRESS RELEASE - November 6, 2017



Visit Eau Claire Receives 2017 Wisconsin Trailblazer Award in Outstanding Partnerships

EAU CLAIRE, Wis. - Visit Eau Claire is proud to announce it has received the Wisconsin Association of Convention and Visitors Bureaus 2017 Trailblazer Award in Outstanding Partnerships for the Light Up Eau Claire New Year's Eve event.

Last year was the inaugural Light Up Eau Claire event, which will continue on New Year's Eve 2018. The event rings in the New Year all around Eau Claire and celebrates our indie culture and fun loving music scene. The event was crafted after our sister city, Lismore, Australia's, Lismore Lantern Parade, which takes place every year during the Summer Solstice.

We are proud of the partnerships we have generated while forming this event with local businesses including; Chippewa Valley Museum, Children's Museum of Eau Claire, Eau Claire Regional Arts Center, Downtown Eau Claire Inc., Eau Claire Parks and Recreation, UW-Eau Claire and Community for the Confluence. All of the proceeds from last year's inaugural event went towards the funding of the Confluence Arts Center and produced sold-out downtown Eau Claire hotels during a time when occupancy is lower than the typical rate.

Visit Eau Claire is honored to receive the award and is looking forward to the Second Annual Light Up Eau Claire starting at 6:30 p.m. on December 31. Visit Eau Claire looks forward to continuing to strengthen the Eau Claire community and making Eau Claire Wisconsin's premier tourism destination.

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