



For Immediate Release

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Oshkosh Public Museum to open *This Is Winnebagoland* April 1, 2023

Oshkosh, March 21, 2023 – *This Is Winnebagoland* Opening April 1 at the Oshkosh Public Museum

New Long-Term Exhibition Celebrates Local Sporting & Recreational Culture

Beginning April 1, visitors to the Oshkosh Public Museum will find a new long-term exhibition to explore: *This Is Winnebagoland!* The Lake Winnebago region, once promoted as a recreational paradise called Winnebagoland, is home to timeless adventure! Enjoy the competition, camaraderie, and community through the years of sporting and recreation history brought to life. Jump in and feel the lure of the lake, root for the home teams of the past, and play along in this new long-term exhibition.

“This exhibition celebrates unique regional traditions like ice boating and sturgeon fishing while exploring what makes ‘Winnebagoland’ a great place for leisure activities in the past and present,” says Curator of Exhibitions Emily Rock. Recreation drove continued economic growth in our region following the end of the lumber boom, making tourism one of our region’s key industries. The Lake Winnebago Watershed continues to be home to water and ice-related events and activities, including fishing, world-class sailing, and boating.

This Is Winnebagoland is part of the ongoing complete transformation of the Museum’s second-floor gallery spaces. Following Opening Day of this new exhibition, other sections of the Museum’s second floor will close and enter the next phase of the project. For more information on the second-floor transformation, visit oshkoshmuseum.org, and plan your next visit. ##