

## NEWS RELEASE

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**For Immediate Release**

### **HISTORIC WISCONSIN DELLS PHOTOS REVEALED**

#### **VISITORS CAN SEE WHAT THE DELLS EXPERIENCE WAS LIKE FOR THEIR PARENTS OR GRANDPARENTS**

#### **USING THE SOCIAL MEDIA OF TODAY TO SHARE THE SOCIAL MEDIA OF YESTERDAY**

Many people have visited the Wisconsin Dells as a child and return years later with their own families only to see an almost completely changed town filled with new attractions, restaurants and sights. It is true to say that the Dells is a town that seems to transform daily as several new buildings or rides go up every year. However, the Dells has a beautiful and fascinating history just waiting to be shared and now thanks to [dells.com](http://dells.com), you can see the old Wisconsin Dells come to life and relive your favorite childhood memories.

Starting off with the impressive count of 1,000 historic photos and postcards, [dells.com](http://dells.com) is launching a new section of their website where history buffs and frequent Dells visitors alike can share and comment on these incredible time-capturing pictures, which date as far back as the late 1800's. For easy site navigation, the photos will be divided amongst nine categories including: attractions, buildings, boats, miscellaneous, Native Americans, people, rock formations, the Wisconsin River and streets. The current collection is a combined effort from Mary and Dick Buckminster, Bud Gussel, Phil Helley and Dennis Healy.

The purpose behind the photo gallery is to share the exciting and rich history of the Wisconsin Dells. Also, to preserve the past of this beautiful and fun-loving town due to the fact that it does change so rapidly. Here is a place where both tourists and locals can have easy access to history in an interactive environment. This truly is a unique project that showcases the growth of what was once a small town, into the waterpark capitol of the world. Whether conducting research or just interested in all the Dells has to offer, you are sure to enjoy this website and be inspired to share it with others.

Through joining the website's Facebook group, fans of the historic photos can be notified when new ones are posted. There will be several hundred more pictures put over the

next couple of weeks. The site will soon feature close to 2,000 photographs and postcards and will continue to grow over time. For now, those interested can head to [www.dells.com/vintage-wisconsin-dells.html](http://www.dells.com/vintage-wisconsin-dells.html) where they can view and comment on the 1,000 photos currently online. We encourage people to also identify the photos as many of them have yet to be named with a location, date or even a person in the picture. See how many photo mysteries you can crack! If you happen to own any exciting photos of the Dells, they can add them to the website and remain anonymous if preferred.

The Wisconsin Dells has a wide variety of visitors but most are families who have visited the area for generations. Also, many local families have lived in the Wisconsin Dells, and helped the area grow, since its beginning. It will be an incredible experience for these families to share the Dells as they knew it with their children and grandchildren. This photo gallery will allow families to connect in a whole new way and add further meaning to visiting or living in the Dells.

Overall this website is meant to create connections spanning across generations and states in a way never before possible. The website will allow visitors to share memories and experiences while pouring over rarely viewed photos, postcards, receipts, records and more. Come visit [dells.com](http://dells.com) and click on Vintage Wisconsin Dells to relive and share memories through posting comments and adding your own photos. You could also visit the website to discover the history of a fascinating town that may have changed and grown over the years but has always been a place of family bonding and memories.

For more information on this project visit [www.dells.com](http://www.dells.com) or contact Ad-Lit Inc. by phone at 608-254-8770 or e-mail at [ad-lit@ad-lit.com](mailto:ad-lit@ad-lit.com). Be sure to follow us on Facebook and Twitter as well for further information and updates.