

NEWS RELEASE

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For Immediate Release

HISTORIC PHOTO COLLECTION GROWS

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

Launched less than a month ago, Vintage Wisconsin Dells (<http://www.dells.com/vintage-wisconsin-dells.html>) has already grown to include another 1,000 photos! This brings the total to around 2,000 historic Wisconsin Dells photographs that people can view, identify, comment on and add to. The collection is a way for the Dells area to easily share its fascinating history with strangers and frequent visitors alike. Dating back to the late 1800's, these pictures allow families to share the Wisconsin Dells they knew and loved with younger generations who only know it as the waterpark capital of the world.

The site is meant to be a highly interactive and shared experience. Ad-Lit Inc., the company that created Vintage Wisconsin Dells, highly encourages people to help identify locations and people in the photos, as many of them are a mystery. In this way, the website not only becomes a trip down memory lane, but a sort of factual hunt as well. Become a detective and challenge yourself and others to see how many photographic mysteries you can crack.

The photos found on Vintage Wisconsin Dells come from a combined effort of collections belonging to Dick and Mary Buckminster, Phil Helley, Dennis Healy and Bud Gussel. However, as their collections are quite extensive, the website will continue growing with hundreds of photos added a week! Soon it will even include photographs so rare and historic, that they are copied from glass plates. Check out the website daily to see the newly added pictures or follow the website's facebook group in order to be notified of new postings.

The website has already received mass amounts of praise and comments. Some visitors are even identifying relatives in photos they themselves have never before viewed! Mostly, people are just appreciative of the fact that Ad-Lit Inc. is taking the time to do

something that benefits the community. This truly is a rare website in that it gives families an opportunity to bond and learn together. It makes for a more exciting and close-knit family vacation and also helps locals to discover and appreciate their historic town's past. It is almost like a new attraction except it will continue to grow and thrive as people comment, share and add to this incredible display of history.

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