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FOR IMMEDIATE RELEASE

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Fox Cities Convention and Visitors Bureau helps Wisconsin bundle up

Local organization serves as collection site for the Wisconsin Department of Tourism's annual charity drive

APPLETON, Wis. (October 29, 2019) – The Fox Cities Convention and Visitors Bureau (FCCVB) is inviting residents to drop off new hats, mittens, scarves, coats, sweaters and other warm clothing items as part of the Wisconsin Department of Tourism's Big Bundle Up campaign. The Big Bundle Up is a statewide collection program running Oct. 28 – Nov. 25, 2019.

In its ninth year, the program has collected, to date, 155,893 warm winter items to help families in need. In addition to the FCCVB, other collection sites, including Travel Wisconsin Welcome Centers, are located throughout the state. Visit foxcities.org for more information or travelwisconsin.com for a full listing of donation sites.

Donating warm winter items is the perfect way to give to Wisconsin families in need as winter approaches. A box will be located at FCCVB, 3433 W. College Ave., Appleton, for donors to drop off warm clothing items. All items donated at this location will be given to locally non-profits, Pillars and Harbor House. For more information about the Big Bundle Up, please contact the FCCVB at 920-734-3358.

WHO: Fox Cities Convention and Visitors Bureau
WHAT: Collecting hats, mittens, scarves, coats, sweaters and other warm clothing items to donate to local charities this winter season.
WHEN: Oct. 28 – Nov. 25, 2019, 8 a.m.-4:30 p.m.
WHERE: 3433 W. College Ave., Appleton

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The Fox Cities Convention & Visitors Bureau is an economic development organization that strengthens the Fox Cities by attracting visitors in the convention, sports and leisure markets through sales, marketing and destination development.

Visitor spending in the Fox Cities, which includes 19 communities, totaled more than \$490 million in 2018. The Fox Cities Convention & Visitors Bureau estimates that this direct spending created more than 5,750 jobs and \$109 million in income for Fox Cities residents.