



MEDIA DAY  
DECEMBER 12, 2025





## **Boulder Junction Winter Park Media Day Program**

**Friday, December 12, 2025 | 1:00 – 2:00 p.m.**

**Boulder Junction Winter Park – 10135 Old Hwy K, Boulder Junction, WI**

**Hosted by the Town of Boulder Junction Park Board**

**Emcee:** *Laura Bertch, Chair – Boulder Junction Park Board*

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### **1:00 p.m. – Welcome and Introductions**

**Speaker:** *Laura Bertch, Chair – Park Board*

- Welcome media representatives and community partners
  - Introduce attending officials: Town Board, Park Board, Chamber of Commerce, local business leaders
  - Overview of the Winter Park vision and purpose of Media Day
  - Brief outline of the program schedule
  - Summary of first season's success: volunteer hours, visitor turnout, and community impact
  - Notable improvements for the 2025–2026 season
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### **1:15 p.m. – How Winter Park Fits into Boulder Junction's Parks & Recreation Vision**

**Speaker:** *Laura Bertch, Park Board Chair*

- Overview of Boulder Junction's growing park system: Winter Park, Nichols Lake Park, Tall Pines Disc Golf Course, and more



- How Winter Park aligns with the Town’s goal to create multi-generational recreation opportunities
  - Role of the Boulder Junction Park Board and community volunteers in maintaining and improving public spaces
  - Future plans for continued enhancement and year-round use
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### **1:25 p.m. – Perspective from the Town Chairman**

**Speaker:** *Dennis Reuss, Town Chairman*

- Town perspective on the importance of community collaboration and volunteerism
  - How the Park Board’s work contributes to Boulder Junction’s long-term growth and identity
  - Recognition of partnerships with the Chamber of Commerce and local organizations
  - Statement of gratitude to residents and business supporters
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### **1:35 p.m. – Impact on Tourism and Town Identity**

**Speaker:** *Mary Jones, Executive Director – Boulder Junction Chamber of Commerce*

- How Winter Park and “The Glide” strengthen Boulder Junction’s reputation as “The Friendliest Town in the Northwoods”
  - Integration of Winter Park into Chamber marketing and regional tourism campaigns
  - The growing appeal of four-season recreation to attract families, visitors, and new residents
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### **1:45 p.m. – Impact on Local Businesses**

**Discussion from local business:** *Moderated by Laura Bertch*

**Participants:** **Coontail, Lakewood Market, Boulder Junction Coffee Company, and Aqualand Alehouse**

- How Winter Park has influenced off-season business traffic

- Community collaboration between the Town, Chamber, and local businesses
  - Closing remarks emphasizing shared ownership in Boulder Junction's success
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### **1:55 p.m. – Closing Remarks and Media Q&A**

**Speaker:** *Laura Bertch*

- Invitation for questions and interviews with speakers and Park Board members
  - Reminder of the tentative Grand Opening date: December 20, 2025 (weather permitting)
  - Photo opportunities at the new entrance feature and skating areas
  - Expression of thanks to all contributors and attendees
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### **2:00 p.m. – Event Concludes**

Hot beverages and light refreshments will be available in the Pavilion.

Media are encouraged to tour the park, take photos, and schedule follow-up interviews.

## History of The Glide Skating Ribbon

Steve Weber

December 2025

In late 2023 and early 2024, two members of the Boulder Junction Park Board were independently exploring new opportunities to expand the Town's Parks and Recreation offerings. Both were unknowingly drawn to the same innovative idea, an outdoor ice skating trail that would eventually become known as *The Glide*.

Henry Royer, an avid skater who grew up on the frozen lakes of northern Minnesota, was first introduced to the concept when his wife shared a YouTube video of a forest skating trail in Canada. Instantly captivated by the beauty and serenity of the experience, Henry envisioned something similar nestled within Boulder Junction's own pines.

During his career as an engineering consultant to numerous municipalities and cities, Steve Weber had the opportunity to see his firm introduce the concept of a skating ribbon to the City of Caldwell, Idaho. Initially unfamiliar with the idea, he began researching the division of his company that specialized in designing these unique recreational facilities. What he discovered was that skating ribbons were not only popular features in urban parks across North America but were also being developed in Canada in more rural and forested settings. From that moment, Steve knew that Boulder Junction was the perfect place for a skating ribbon of its own.

Fellow Park Board member Dennis Duke soon realized that both Henry and Steve were pursuing the same dream from different directions. Acting as the connector, Dennis arranged a meeting between the two, an introduction that would soon lead to one of Boulder Junction's most talked about recreational projects.

That meeting finally took place on a February evening during a Boulder Junction Lions Club gathering. Within moments, Henry and Steve recognized their shared vision, and from there, *The Glide* began to take shape. What followed were months of research and collaboration, including extensive discussions with staff from Arrowhead Provincial Park in Ontario, Canada, home to one of North America's most successful forest skating trails.

With a detailed plan in hand, the Boulder Junction Park Board presented the concept to the Town Board, which agreed to take a chance on the project. The Board approved funding for the purchase of essential equipment, complemented by a grant from the Boulder Junction Community Foundation.

As the team prepared for its first season, the focus turned to logistics, taking delivery of the equipment, securing a land use permit with the Wisconsin Department of Natural



Resources, and organizing volunteer labor to bring the skating ribbon to life. Early winter 2024 and 2025 presented challenges, with minimal snowfall and plunging temperatures around Thanksgiving. Yet those same conditions proved ideal for creating strong, clear ice.

During this time, Henry and Steve were approached by Tim “Fitz” Fitzgerald, an enthusiast of “wild ice,” the naturally formed, glass smooth ice that develops early in winter on lakes and rivers. Fitz and his group of fellow skaters immediately embraced the idea of *The Glide*, seeing it as an opportunity to extend their skating season and share their passion with the community. Their enthusiasm helped form the core of what became a dedicated volunteer team. Over the next three weeks, eighteen volunteers worked tirelessly to build up layers of ice until it was suitable for use with the Town’s Zamboni ice groomer.

In late December 2024, the Boulder Junction Winter Park officially opened, offering visitors their first chance to experience *The Glide Skating Ribbon*. Winding through the Northern Highland American Legion State Forest, the ribbon provided an unforgettable setting where skaters could glide beneath towering pines, surrounded by the peace and beauty of Wisconsin’s Northwoods.

The response was extraordinary. Thousands of visitors from across the United States and even abroad came to Boulder Junction to experience the only facility of its kind in the region. What began as a shared vision between two passionate community members quickly became a defining attraction for the town, a shining example of what vision, collaboration, and community spirit can accomplish.

## Statement from the Boulder Junction Park Board

*For Immediate Release*

*Media Day – December 12, 2025*

As members of the Boulder Junction Park Board, we are honored to share the remarkable success story of The Glide ice skating ribbon and its role in transforming Boulder Junction Winter Park into a true community destination.

The Glide began as a simple vision—creating a unique outdoor recreation experience that would bring people together, celebrate our Northwoods setting, and add vitality to Boulder Junction’s winter season. What has emerged is far greater than we imagined. The Glide has not only redefined how we use our parks in winter, but it has also demonstrated the power of volunteerism, innovation, and local pride.

**“The Glide represents the very best of Boulder Junction. It’s what happens when neighbors roll up their sleeves, share their talents, and work toward a common goal. Every turn of that skating ribbon is a reflection of our community’s heart and determination.”**

*— Laura Bertch, Chairperson, Boulder Junction Park Board*

## A Community Effort

The development of The Glide stands as a testament to what can happen when a community rallies behind a shared idea. From the early design and planning stages through construction and ice maintenance, hundreds of volunteer hours were donated by residents, businesses, and civic organizations.

Winter Park Volunteer Day became a highlight of the year, as members of the community came together to prepare the grounds, organize equipment, and ensure that the park was ready for the season ahead. Every section of ice poured, every light installed, and every firewood bundle stacked tells the story of a town that believes in the value of working together.

We would like to extend special thanks to the Long–Talaska family for the donation of the woodshed structure, and to Dennis Westphal and Family for the contribution of lumber



that help make our new woodshed and fire pit area a warm gathering place for everyone to enjoy.

## **Partnership and Support**

The success of The Glide would not have been possible without strong collaboration and shared vision. The Park Board recognizes the essential role that both the Town Board and the Boulder Junction Community Foundation have played in making this project a reality. Their confidence in our efforts, combined with the generous support of private donors and local businesses, provided the foundation we needed to bring The Glide to life.

This facility also would not be possible without the cooperation and partnership of the Wisconsin Department of Natural Resources (WDNR). Their ongoing support and coordination with the Town have been instrumental in helping Boulder Junction responsibly develop recreational opportunities that align with our shared values of conservation, stewardship, and community benefit. The WDNR has truly been a partner in every sense of the word.

**“The support of the Town Board and our Community Foundation has really helped make all of this a reality. Their belief in what we were trying to accomplish gave us the momentum to turn a big idea into something tangible that our entire community can enjoy.”**

— Henry Royer, Member, Boulder Junction Park Board

## **Enhancing Winter Recreation**

The Glide is more than a skating path—it is part of a broader vision to make Boulder Junction’s parks accessible, welcoming, and vibrant year-round. Together with the community ice rink, sledding hill, and warming hut, it provides a multigenerational recreation experience that encourages families, friends, and visitors to embrace the outdoors in every season.

The addition of lighting, sound, and improved safety features has elevated Winter Park to a standard that rivals far larger communities, while still maintaining the small-town authenticity that defines Boulder Junction.

**“What began as a simple idea to create a place to skate has become a symbol of who we are as a community—creative, resilient, and full of heart. The Glide will continue to inspire new generations to get outside, get involved, and keep Boulder Junction**



**moving forward.”**

— *Steve Weber, Member, Boulder Junction Park Board*

### **Investment and Sustainability**

The Park Board continues to pursue opportunities for long-term growth and sustainability at Winter Park. Grant applications have been submitted to the Boulder Junction Community Foundation to fund infrastructure improvements and future amenities.

Funds raised through park donations and events contribute to an endowed maintenance fund to ensure that Winter Park remains a source of pride and enjoyment for generations to come. The success of The Glide has provided both inspiration and the momentum to expand our vision for what Boulder Junction’s parks can be.

### **Looking Forward**

The Glide has proven that great things can happen when creativity meets community spirit. It has attracted thousands of visitors, inspired other towns to follow our example, and strengthened Boulder Junction’s reputation as a leader in innovative outdoor recreation.

We look forward to continuing this journey, refining our facilities, expanding programming, and keeping our parks beautiful, inclusive, and alive with activity. The Glide may have started as a winter project, but it has become a year-round reminder of what’s possible when we come together in the name of community.

*On behalf of the Boulder Junction Park Board*

**Laura Bertch, Chairperson**

**Boulder Junction Park Board**

## Statement from the Town of Boulder Junction Board

*For Immediate Release*

*Media Day – December 12, 2025*

As the Chairman and Supervisors of the Town of Boulder Junction, we are pleased to share the early outcomes and positive community impacts of The Glide ice skating ribbon, located at Winter Park. Opened for the 2024–2025 winter season, this 0.8-mile looped rink has already proven to be a signature attraction for our town.

### **Economic and Community Impacts**

From local retailers and dining establishments to lodging providers and service businesses, we have seen a measurable increase in visitor traffic and local spending during the winter months. Town Chairman Dennis Reuss reflected on this success, noting that *“The Glide brought many people to Boulder Junction this past winter and made a very strong positive impact on our local businesses.”*

This growth supports the Town’s long-term goal of transforming from a strictly peak summer-season economy to a **more year-round destination**. The Glide has also elevated Boulder Junction’s visibility statewide, demonstrating the community’s creativity and ambition in developing innovative outdoor recreation opportunities. The project has been recognized as an example of forward-thinking leadership in small-town revitalization and winter tourism development.

### **Quality of Life and Recreation**

Beyond the economic benefits, The Glide fulfills an objective that is central to Boulder Junction’s vision: providing accessible, family-friendly recreation for residents and visitors alike. The skating ribbon, combined with the community ice rink, sledding hill, warming hut, and festive lighting, has created a welcoming atmosphere for all ages and abilities.

Residents have described the project as a *“game changer”* for community life, providing a reason to gather and stay active through the winter months. The park embodies the small-town charm and hospitality that define Boulder Junction, reinforcing its identity as a place where outdoor recreation and community spirit intersect.

### **Strategic Fit and Future Outlook**

The Glide represents more than an amenity—it is part of a larger vision for Boulder Junction’s future. As a centerpiece of the Town’s Parks and Recreation Program, it aligns



with ongoing efforts to strengthen economic development, improve community spaces, and celebrate the town's heritage.

Looking ahead, the Town Board and Park Board are planning enhancements to Winter Park, including expanded amenities, improved infrastructure, and continued collaboration with local volunteers and businesses. The success of The Glide demonstrates what is possible when vision, community involvement, and steady leadership come together.

### **A Call to Collaboration**

We invite our local businesses, civic organizations, and residents to continue supporting this exciting momentum. By championing The Glide, promoting it to visitors, and helping us shape future projects, we can ensure that Boulder Junction continues to thrive as a year-round destination and a place where families, friends, and neighbors come together in every season.

In closing, we reaffirm our commitment to stewardship, innovation, and community cohesion. The Glide is not just a skating ribbon—it is a symbol of what can happen when a community dreams big, works together, and takes pride in its future.



# Boulder Junction Chamber of Commerce

## The Glide at Boulder Junction Winter Park Impact Statement

### Overview

The Boulder Junction Chamber of Commerce is proud to support the work of the Boulder Junction Parks Board in their creation and continued operation of The Glide Ice Skating Ribbon. As a community reliant on tourism, we celebrate the innovation and creativity that brought this one-of-a-kind attraction to our community. The Glide at Boulder Junction Winter Park seamlessly incorporates into our identity as an outdoor recreation destination and has positively impacted our local economy. The Glide has opened the door for increased collaboration throughout the community and has put Boulder Junction in a national spotlight. We are committed to the continued support of Boulder Junction's success as we honor the vision and leadership that led to The Glide.

### Community Identity

Boulder Junction has always been known for its outdoor recreation. We are the Musky Capital of the World. We are the center of the Heart of Vilas Bike Trail System. We are surrounded by the Northern Highland American Legion State Forest with 63% of the land in our township belonging to the state and have 195 lakes within a ten mile radius of downtown. We have over 70 miles of snowmobile trails in our township, connecting to 500 miles of trails in Vilas County and hundreds of miles more in the Upper Peninsula of Michigan. Traditionally, Boulder Junction is a hub for year-round outdoor recreation with hospitality businesses built up to support this designation.

### Economic Impact

In 2024, we saw record-low snowfall throughout the area, leading to a sharp decline in tourism when the snowmobile trails were unable to open. Snowfall that winter was 40-70 inches lower than normal in Vilas County. As a result, many of our local businesses suffered severe losses. The average business in Boulder Junction lost between \$50,000-\$150,000 due to the lack of snow, with some reporting losses much higher. The negative economic impact of that winter was so severe that the state of Wisconsin issued a disaster declaration because of the drought, allowing impacted businesses to apply for Economic Impact Disaster Loans through the U.S. Small Business Association. While these loans were helpful, they did not solve the issue. The resiliency and community spirit of the Boulder Junction community was not content to just sit back and hope for more snow next year. They sought out new ways to attract people to town while continuing to embrace the commitment to outdoor recreation and connection to the Northwoods that makes Boulder Junction so unique. Their ultimate goal was to ensure future weather shifts would not be so devastating.

Opening in late 2024, the influx of visitors to the community was immediate. Snowmobile trails were not yet open for the season so many of our traditional winter visitors had not yet returned. Many of the initial visitors to The Glide were day-trippers; families within a fifty or so mile radius who otherwise would not have visited Boulder Junction. Word quickly spread as marketing efforts kicked off and earned media attention grew. In the first month it was open, trail counters counted 11,000 passes on The Glide. While we know that some of those counts are people making multiple passes around the loop, we also know that thousands of people drove through downtown Boulder Junction to get to Winter Park who otherwise probably would not

**PO Box 286, Boulder Junction, WI 54512 | [BoulderJct.org](http://BoulderJct.org) | 1-800-Go-Musky**



# Boulder Junction Chamber of Commerce

have visited our community. These people then returned into town where they did some shopping, relaxed with a hot beverage, or sat down for a hearty meal. Businesses reported a sharp increase in business after The Glide opened, but also reported intangible benefits such as increased collaboration with neighbor businesses and new opportunities for partnerships.

## **Marketing and Earned Media**

The Glide featured heavily in our marketing and promotions for the winter of 2025 and continue to do so in the winter of 2026. It is featured on the cover of the 2026 Boulder Junction Visitor Guide where 20,000 copies will be distributed state-wide, mailed across the country, and picked up regionally. Organic posts about The Glide on social media recorded hundreds of thousands of impressions, leading to increased media attention.

In January 2025, The Glide was featured in more than 20 news articles in more than 15 publications including local and regional publications like The Lakeland Times, Vilas County News Review, and WJFW, statewide publications like Green Bay Press Gazette, Lake Geneva News, Wisconsin Public Radio, and the Wisconsin State Journal, and shares on national news sites such as Yahoo Life.

Additionally, we have nominated The Glide for several awards to further shine a light on the innovation and collaboration responsible for this unique attraction. The honor was well-deserved when the Parks Board won the first annual Wisconsin Governor's Outdoor Industry Award First Ascent Award for Innovation celebrating a successful first season for The Glide.

## **Looking Ahead**

The Boulder Junction Chamber of Commerce remains committed to the continued support of Boulder Junction's success as we honor the vision and leadership that led to The Glide. We will continue to seek out opportunities to expand the reach of our marketing, leading to increased tourism and a stronger local economy, and look forward to facilitating future partnerships within the community. Boulder Junction is proof that small towns can dream big and we are honored to be part of its story.

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*Please direct all media requests for the Boulder Junction Chamber of Commerce to: Mary Jones, Executive Director | [mary@boulderjct.org](mailto:mary@boulderjct.org) | 715-385-2400*

**PO Box 286, Boulder Junction, WI 54512 | [BoulderJct.org](http://BoulderJct.org) | 1-800-Go-Musky**

**Boulder Junction Winter Park  
Media Day  
December 12, 2025**

Dennis Reuss  
Town Chairman  
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d.reuss@townofboulderjunction.org  
715-385-2220

Dan Driscoll  
Town Clerk/Treasurer  
Town of Boulder Junction  
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Laura Bertch  
Town Supervisor  
Chairperson, Park Board  
Town of Boulder Junction  
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Steve Weber  
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Mary Jones  
Executive Director  
Boulder Junction Chamber of Commerce  
Mary@boulderjct.org  
715-385-2400



# Winter Park | Community Business Partner

## Lakewood Market



**Contact Person:** Kevin Mantz

**Address / Phone / Website:**

5462 Park Street, Boulder Junction, WI 54512

Phone: (866) 375-2628

Website: lakewoodmarket.com

## Business Overview:

Lakewood Market is a family-owned, full-service grocery and convenience store offering fresh produce, meats, deli items, baked goods, beverages, fuel, bait, and more. It serves as a cornerstone of daily life for Boulder Junction residents and a convenient stop for visitors stocking up for their stay in the Northwoods.

## Connection to the Glide / Winter Park Facility:

The increased visitor traffic generated by Winter Park and the Glide has led to higher winter-season sales of groceries, snacks, and fuel. As travelers and families plan day trips or overnight stays, Lakewood Market benefits from greater demand for essentials, helping stabilize year-round operations during what was one of the town's slowest times of year.

*"The Glide has given people another reason to come to Boulder Junction in winter regardless of snowfall — and when they do, they stop and fuel up here. It's great for travelers and the local community." — Kevin Mantz*

## Key Facts & Figures – Early Winter Season 2025:

+7% Grocery & Convenience Item Sales
+18% Fuel Sales
Top-Selling Winter Items Linked to Glide Visitors: Hand warmers, freshly prepared and made-to-order pizza, hot and cold sandwiches & beverages, snacks

## Why This Business Matters to the Community:

Lakewood Market is an anchor business that keeps Boulder Junction self-sufficient and visitor ready. With more winter guests coming for the Glide, its role in meeting local demand for everyday goods underscores the broader economic benefit of Winter Park and the town's recreation investments.

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Winter Park | Community Business Partner – Town of Boulder Junction Media Day 2025



# Winter Park | Community Business Partner

## Coontail



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**Contact Person:** Stephen Coon Jr.

**Address / Phone / Website:**

5436 Park Street, Boulder Junction, WI 54512

Phone: (715) 385-2050

Website: coontail.com

## Business Overview:

Coontail is a leading Northwoods outdoor retailer providing high-quality apparel, gear, kayaks, canoes, bicycles, and accessories for year-round recreation. With a reputation built on service, expertise, and community connection, Coontail serves both residents and visitors seeking to enjoy Boulder Junction's trails, lakes, and natural beauty.

## Connection to the Glide / Winter Park Facility:

The Glide has created new energy for Boulder Junction's winter tourism season, extending outdoor activity opportunities well beyond summer. Coontail has experienced increased traffic from visitors discovering the town through the Glide. As participants explore Winter Park, many also visit Coontail for apparel, rentals, or last-minute gear needs—strengthening the connection between recreation and retail vitality in town.

The inaugural season of the Glide also brought substantial winter activity into Boulder Junction, creating consistent visitor flow through the downtown corridor. Families and recreation enthusiasts frequently stopped in before or after skating, reinforcing the importance of accessible winter recreation in supporting local business health.

*“The Glide introduced a fresh winter energy into Boulder Junction. We had visitors stopping in daily—many who had never been to town before—and they consistently shared how much they enjoyed having a unique activity to experience regardless of snow conditions.” — Stephen Coon Jr.*

# Winter Park | Community Business Partner

## Boulder Junction Coffee Company



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**Contact Person:** Haley Hiller

**Address / Phone / Website:**

10356 Main Street, Boulder Junction, WI 54512

Phone: (715) 385-2655

Website: [boulderjunctioncoffeecompany.com](http://boulderjunctioncoffeecompany.com)

### Business Overview:

The Boulder Junction Coffee Company is a cozy, locally owned café offering artisan coffee, scratch-made bakery items, breakfast/lunch options, and a warm, welcoming environment that reflects the heart of the community. Known for its handcrafted drinks and homemade treats, the shop has quickly become a year-round gathering place for locals and visitors alike.

### Connection to the Glide / Winter Park Facility:

The Glide has extended the town's visitor season, and the Coffee Company has seen a clear increase in winter activity—especially from early-morning skaters and families warming up after a few laps. The café has become a natural pre- and post-skating stop, reinforcing Boulder Junction's small-town charm and sense of community.

*"Boulder Junction has always been such a uniquely special place, and the addition of the Glide elevated that spirit even further this past winter. The feedback has been overwhelmingly positive; locals and visitors alike absolutely loved it. It offered a much-needed cold-weather activity even when there wasn't snow, and we had the pleasure of meeting guests from across the Midwest and around the country who came specifically to experience the Glide. It brought fresh energy to town during a traditionally quiet season and helped increase business at our café. We're thrilled to have it as part of the Boulder Junction winter experience, and look forward to the fun and visitors it will bring for years to come." — Haley Hiller*

### Key Facts & Figures:

% Increase in Winter Sales & % Increase in Beverage or Bakery Sales on Glide Weekends: Sales increased year-over-year, largely driven by the additional customer traffic generated by the Glide. Because last year was our first year operating in our new space, we are unable to provide an exact comparative percentage. However, the increase indicates that Glide successfully brought new and returning customers into the café and positively influenced both weekend sales performance and overall winter-season sales.

Estimated New Visitors from Glide Activity (per month): Exact figure unavailable; however, customers referenced the Glide attraction almost daily, indicating consistent new foot traffic driven by the activity.

Change in Off-Season Employment / Staffing Levels: With the increased traffic from the Glide, we've been able to add 2 part-time employees to our team in the off-season.

## Why This Business Matters to the Community:

Boulder Junction Coffee Company contributes to the town's welcoming atmosphere and provides a central gathering place that bridges locals and visitors. As the Glide attracts more winter guests, businesses like this café enhance the visitor experience and build the social fabric that keeps Boulder Junction thriving.

# AQUALAND ALE HOUSE AND BAKERY

**Contact: Joel Miner, Owner/ Breanna Miner, Manager**

Aqualand Ale House and Bakery  
10450 Main Street  
Boulder Junction, WI. 54512  
715-385-0380  
www.aqualandalehouse.com

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## WINTER PARK COMMUNITY BUSINESS PARTNER

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### **Business Overview:**

Aqualand Ale House on Main St. in Boulder Junction is a casual Northwoods kitchen with 20 craft beers, wines, sodas, & fresh food. Introducing Aqualand Bakery: fresh handmade items daily; pies, cookies, & breads. Lively Lofts at Aqualand, private rental with kitchen and bedroom.

### **Connection to the Glide/Winter Park Facility:**

The Glide skating ribbon, a unique and innovative recreational winter activity, served as a powerful tourism magnet for Boulder Junction. The Glide attracted day-trippers and overnight visitors from the outside area specifically for the skating experience. These visitors needed places to eat and came to the Ale House and Bakery to refuel before or after skating. Glide participants are eligible for \$1 off our house beer, Aqualand Ale House Musky Spit-an imperial bourbon brown ale, and 50% off hot chocolate after they visit the skating ribbon. Participants may also see our delicious bakery goods in the warming hut from time to time.

***“The Glide has been a fabulous addition to the Town of Boulder Junction in order to generate more business regardless of snowfall. We are thankful for the volunteers who work many hours to form the glide in order to support the local businesses during a critical time of year. WE ARE BOULDER JUNCTION.” -Breanna Miner***

### **Why does Aqualand Ale House and Bakery Matter to the Community?**

Aqualand Ale House has been a vital stop for outdoor recreation for over a decade, serving as a social and refueling spot for all outdoor recreation enthusiasts year-round. We have expanded our offerings by adding the Aqualand Bakery and Lively Lofts at Aqualand.

## **FOR IMMEDIATE RELEASE**

**November 12, 2025**

### **Contact:**

Laura Bertch

Chair – Park Board

Town of Boulder Junction

Email: [l.bertch@townofboulderjunction.org](mailto:l.bertch@townofboulderjunction.org)

Phone: 715-385-2220

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### **Media Invitation: Boulder Junction Winter Park Media Day**

**Friday, December 12, 2025 | 1:00 p.m. – 2:00 p.m.**

**Boulder Junction Winter Park, 10135 Old Hwy K, Boulder Junction, WI**

The Town of Boulder Junction invites members of the media to a special Media Day Event at Boulder Junction Winter Park on Friday, December 12, from 1:00 to 2:00 p.m., to preview the upcoming 2025–2026 Winter Season and the return of “The Glide” Ice Skating Ribbon and community ice rink.

This event will offer local and regional media an opportunity to tour the park, meet the individuals and organizations behind this community effort, and learn about the latest enhancements that continue to make Boulder Junction a premier Northwoods recreation destination.

### **Celebrating Community Collaboration**

Members of the Town Board, Park Board, Boulder Junction Chamber of Commerce, and local businesses will be in attendance to discuss how the Winter Park project continues to grow through volunteerism, donations, and partnerships that celebrate Boulder Junction’s unique character and outdoor spirit.

Since its inaugural season, Boulder Junction Winter Park has become a centerpiece of winter recreation for residents and visitors alike. The 0.8-mile Glide Skating Ribbon, which winds through a picturesque, wooded setting along the town’s historic railroad grade, offers a one-of-a-kind experience not found elsewhere in the region.

### **Recent Park Improvements**

During the past year, the Town of Boulder Junction and its dedicated volunteers have made several notable improvements to enhance the Winter Park experience:

- **Permanent Woodshed Construction** to support the popular community fire pit gathering area
- **Improved Parking Facilities** along Old K and expanded trailhead access
- **New Entry Feature**, proudly displaying “*Town of Boulder Junction Winter Park – Home of The Glide*”
- **Trail Leveling and Ice Surface Enhancements** for smoother, more consistent skating
- **Decorative Lighting and Seasonal Displays** around the Pavilion and Warming Hut

These upgrades, supported by local donations and the hard work of volunteers, have strengthened Boulder Junction’s reputation as a model of community-driven recreation and stewardship.

### **Looking Ahead**

The Grand Opening of the 2025–2026 season is tentatively scheduled for Saturday, December 20, weather permitting. The Winter Park will again host open skating, family events, and community gatherings throughout the winter months.

“The continued success of Winter Park is a reflection of what makes Boulder Junction special — a community that comes together to build something lasting,” said Laura Bertch, Chair of the Boulder Junction Park Board. “Our volunteers, donors, and local partners have helped turn a shared vision into a winter tradition for generations to come.”

### **Media RSVP**

Members of the media are encouraged to attend the event to capture visuals, conduct interviews, and share the story of Boulder Junction’s thriving winter recreation scene. For more information or to confirm attendance, please contact:

#### **Laura Bertch**

Chair – Park Board, Town of Boulder Junction

Email: [l.bertch@townofboulderjunction.org](mailto:l.bertch@townofboulderjunction.org)

Phone: 715-385-2220



Photo stock is available on the [Boulderatplay.com](http://Boulderatplay.com) website under the media tab

Courtney of Boulder Junction Chamber of Commerce

