

Safe Motorized Recreation Winter Campaign

Starting with the 2018-2019 Snowmobile Season, the Wisconsin Department of Tourism launched a social/digital campaign to help promote safe off-highway vehicle (OHV) riding in Wisconsin. The idea started as a collaborative project with the Snowmobile Recreation Council Tourism Committee, Law Enforcement Staff with the Wisconsin Department of Natural Resources, and the Association Of Wisconsin Snowmobile Clubs.

The primary purpose of this campaign is to encourage tourism organizations, businesses, and clubs in Wisconsin to include safety focused messaging in their existing winter travel messaging. Generally speaking, this was conceived and designed to be a social, visual, and digital campaign. In order to do this effectively, our message is *not one of what not to do*; it is a positive message to reinforce safe operation and safe trail experiences. People remember what we ask them to do

**“Enjoy the Outdoors” “Ride Responsibly” “Zero Alcohol, Your Smart Choice”
“Stay on the Trails” ... “Follow Decibel Sound Limits” ... and “Please, Stay on the Trails”**

In addition to the messages being positive in nature, the promotional graphics are able to be used as stand-alone images for use in websites, social media, and travel apps.

The following graphics with supporting messaging are supplied digitally (*pdf and jpg*) for use in public relations. There is a place where you can customize the messaging by adding your **organization/club name**.



Wisconsin is the birthplace of snowmobiling and continues to offer the best snowmobiling opportunities!

More than 200,000 registered snowmobiles hit Wisconsin's 25,000 miles of groomed trails each winter, making safety an important part of the ride.

Enjoy the Outdoors this Season, Ride Responsibly!

(Insert organization/club name) thanks you for your support of safe winter recreation in Wisconsin



Wisconsin is the birthplace of snowmobiling and continues to offer the best snowmobiling opportunities!

More than 200,000 registered snowmobiles hit Wisconsin's 25,000 miles of groomed trails each winter, making safety an important part of the ride.

Think Smart Before You Start, Ride Responsibly!

(Insert organization/club name) thanks you for your support of safe winter recreation in Wisconsin



Wisconsin is the birthplace of snowmobiling and continues to offer the best snowmobiling opportunities!

More than 200,000 registered snowmobiles hit Wisconsin's 25,000 miles of groomed trails each winter, making safety an important part of the ride.

Zero Alcohol, Your Smart Choice!

(Insert organization/club name) thanks you for your support of safe winter recreation in Wisconsin



Wisconsin is the birthplace of snowmobiling and continues to offer the best snowmobiling opportunities!

More than 200,000 registered snowmobiles hit Wisconsin's 25,000 miles of groomed trails each winter, making safety an important part of the ride.

Please be Respectful of Decibel Sound Limits on the Trails!

(Insert organization/club name) thanks you for your support of safe winter recreation in Wisconsin



Wisconsin is the birthplace of snowmobiling and continues to offer the best snowmobiling opportunities!

More than 200,000 registered snowmobiles hit Wisconsin's 25,000 miles of groomed trails each winter, making safety and respect an important part of the ride.

Please Stay on the Trails .. Remember if we lose our landowners' support, we lose our trails!

(Insert organization/club name) thanks you for your support of safe winter recreation in Wisconsin