***Association of Wisconsin Snowmobile Clubs – AWSC***

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**FOR IMMEDIATE RELEASE**

**HEADER: AWSC Awards Three as “Snowmobile Friendly Community”**

**SUB HEADER: SFC Award Celebrates Snowmobile Club and Community Partnership**

The Association of Wisconsin Snowmobile Clubs (AWSC) formally announces three Wisconsin Communities as a “Snowmobile Friendly Community.” Congratulations are in order for the Wisconsin communities of: Mountain, Forest County, and Waupaca County. These communities achieved their Snowmobile Friendly status by working with their local Snowmobile Club(s) to complete a 21-page application describing how their Community and local Snowmobile Clubs advocate for safe and responsible snowmobiling in their area. All SFC winners are awarded reflective, high-visibility, 24” x 36” highway signs to let all visitors know they are entering a “Snowmobile Friendly Community.”

The AWSC usually announces the Snowmobile Friendly Community Awards during their annual spring Convention, but COVID-19 has again forced a cancellation of this state-wide Snowmobile Convention for over 600 snowmobile clubs representing all 72 Wisconsin counties.

Wisconsin’s unique Snowmobile Friendly Community Program was created through a partnership between the AWSC and the Wisconsin Department of Tourism. A statewide Evaluation Panel includes a Wisconsin Department of Tourism professional to ensure the Program accurately identifies which communities and snowmobile clubs are “best” at welcoming, preserving, and providing snowmobile access, support, and services for snowmobilers. The Snowmobile Friendly Community Award/Designation is a four-year designation and communities must reapply for subsequent awards.

The announcement and awarding of this year’s Snowmobile Friendly Communities serves as the final major snowmobiling event of the season for the 612 Wisconsin Snowmobile Clubs who create and maintain over 24,000 miles of public snowmobile trails connecting all 72 Wisconsin counties.

For additional information: AWSC Phone (800) 232.4108 / (608) 846.5530
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