



Media Contact:

Andrea Novotny
Novotny Communications
(608) 575-7739
anovotny@charter.net

FOR IMMEDIATE RELEASE

**Amphibious Wisconsin Duck Tours are *One for the Generations*,
Care and Dedication Preserve Unique Experience**

WISCONSIN DELLS, Wis. (April 18, 2011) – Hailed as one of the most-loved attractions in the Midwest, Original Wisconsin Ducks has entertained millions of visitors through the decades earning it status as an attraction for the generations and one that takes great care to preserve. Since opening in 1946, just a short time after WWII ended, these novel amphibious landing craft that were built for war service, soon won the hearts of vacationing families wanting to see the famous “Dells” sandstone bluffs from the vantage point of a distinctive looking Duck.

“You don’t find many nostalgic attractions left these days that have the kind of staying power like Wisconsin Ducks has enjoyed,” said Dan Gavinski, general manager of Original Wisconsin Ducks.

A duck tour is one of the quintessential “must-do” Wisconsin Dells experiences. It is appealing on many levels. First, it’s accommodating to all ages and is something the entire family can do together. The annual trip to Wisconsin Dells brings all generations together on an Original Wisconsin Ducks tour.

The special amphibious features of the vehicles themselves make it another big draw as a standout attraction. The huge lumbering amphibious Ducks are the perfect mode of transportation to take visitors in and around the Lower Dells Scenic Parkway. With the ability to go from land-to-water throughout the one-hour tour, visitors experience the capabilities of the military landing craft as they take in the gorgeous terrain.

From the Duck Dock, the tour takes visitors through wilderness trails, exclusive to Original Wisconsin Ducks. The route winds through woods and canyons to the banks of the scenic Wisconsin River where passengers are treated to their first splashdown for a trip downriver to see the towering rock formations along the shoreline. A second water entry takes sightseers out onto beautiful Lake Delton before the last leg up on land through more forestland featuring hills and narrow gorges allowing passengers to experience the versatility of the unique Ducks. The splashdowns are remarkable to newcomers and still as exciting for return visitors no matter how many times they take the tour.

“Splashdown remains the highlight of the tour for most people,” Gavinski said. “Being on dry land one minute, and the next, just driving into the water with a big splash, it’s quite a rush.”

The amphibious nature of Ducks also make maintenance of the fleet a specialty task. Throughout its history, Original Wisconsin Ducks has assembled a crew of eight full-time, year-round maintenance professionals who have more than 155 combined years of experience working on the vehicles. They are arguably the foremost authorities on Ducks, having been called upon frequently by others for advice on the unusual vehicles.

While nostalgic and authentic in nature, this fleet of Ducks rolls out of the shop as custom-built vehicles. Because Ducks were only produced until 1945, parts now are specially made. As well, when a genuine WWII Duck is prepared for its tour of duty carrying Wisconsin vacationers, it’s like a brand-new vehicle coming off the assembly line just as it did back in the 1940s. In addition to the extensive body work and aesthetic upgrades to turn it from military workhorse to leisure vessel, Original Wisconsin Ducks has undergone a variety of upgrades and modernizations under the hood to improve performance and safety of the vehicles.

“Our mechanical experts know these vehicles inside and out and their dedication to quality craftsmanship is why we have been around for more than 65 years and been able to provide safe and fun rides to generations of Wisconsin Dells’ visitors,” said Gavinski.

With more than 90 vehicles, Original Wisconsin Ducks is the largest “flock” of amphibious tour Ducks in the United States. There are about a dozen Duck tours nationwide with only about 300 operational Ducks combined. Original Wisconsin Ducks’ 2011 season runs mid-March through early November, weather permitting. Tours run every few minutes during the peak summer season. For more information about Original Wisconsin Ducks, please call (608) 254-8751 or visit www.wisconsinducktours.com.

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