



EXHIBITION HALL ■ VETERANS MEMORIAL COLISEUM ■ WILLOW ISLAND ■ ARENA

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WILLOW ISLAND KICKS OFF INAUGURAL SEASON JUNE 7!

MADISON, Wis. – The focus of events at the Alliant Energy Center has been on its Exhibition Hall and Veterans Memorial Coliseum. This year a previously unavailable asset is taking some of the spotlight. Willow Island, a 14-acre park area that features two ponds encircling an "isthmus" nearly seven acres big, makes its full-time debut this summer. The Willow Island area of the Alliant Energy Center campus is located along Olin Avenue and John Nolen Drive. It's a promising new venue for the Alliant Energy Center, and is already scheduled to host a slew of events this summer.



The land that became Willow Island has always been part of the campus now known as the Alliant Energy Center, but it was not developed until 2002. A major renovation has raised the area to improve drainage and upgraded accessibility and turf. The project was finished last year, with seeding done in the fall. The area christened "Willow Island" for the sizeable Willows on its shores marks the start of its first full season as an outdoor venue at the Alliant Energy Center. It may look like a grassy park, but in fact it has the accessible parking, experienced staffing, and excellent location that all of the Alliant Energy Center venues can boast.

Willow Island's 2003 season starts this weekend, June 7 and 8, with two events. On Saturday, the Yahara Fishing Club sponsors Kids Fishing Day, in which children may try their luck at catching panfish in the two ponds on Willow Island. On Sunday, Mounds Pet Food Warehouse moves their annual Dog Fest to Willow Island. This event will feature activities for pet canines, including races, obstacle courses, and tasty treats, as well as informative demonstrations for owners. Throughout the summer, Willow Island will be the scene for events from corporate picnics to entertainment festivals with even more events looking to be added.

Its picturesque location will be perfect for events such as consumer shows, festivals, and maybe even a hot-air balloon event. Willow Island is suited for many new or existing events looking for expansive outdoor space near downtown Madison! To find out more about events at Willow Island and the Alliant Energy Center, visit www.alliantenergycenter.com or e-mail Ted Ballweg at ballweg@alliantenergycenter.com.

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About Us: the Alliant Energy Center is a full-service multi-building complex situated on a 164-acre campus in Madison, Wisconsin. It features Exhibition Hall and Veterans Memorial Coliseum, as well as an Arena building, agriculture exhibit buildings, and the Willow Island natural area. Information on the Alliant Energy Center and its many events is available at www.alliantenergycenter.com.