



DANE COUNTY

Joe Parisi
County Executive

For Immediate Release

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County Offers Public Chance to Be a Part of History, Put Name on New Holland Pavilions at the Alliant Energy Center

The county is offering members of the public and organizations to be a part of history with an opportunity to put their name on a wall tile to be displayed in one of the New Holland Pavilions at the Alliant Energy Center (AEC), Dane County Executive Joe Parisi announced today.

“Historic partnerships helped make the New Holland Pavilions at the Alliant Energy Center a reality,” said Parisi. “The AEC has helped make memories for so many in Dane County and throughout the world. We’re proud to offer the public a chance to be a part of this exciting project.”

Tiles can be purchased in two sizes and are available for a limited time – between March 15th and May 15th, 2014. The tiles will be permanently displayed in the main entrance corridor of New Holland Pavilion One.

Individuals or organizations with special memories from AEC events can display their farm name, family name, club or chapter names, or honor past champion animals. The tiles can also serve as a tribute to a loved one.

For more information, and to customize a tile, please visit <http://www.thatsmybrick.com/aecpavilions>. Questions can also be directed to tile@alliantenergycenter.com.

Construction of the \$24 million New Holland Pavilions, two state-of-the-art facilities offering a combined 290,000 square feet of new multi-use space, is planned for this year.

The project is a result of a historic public/private partnership initiated early in Parisi’s first term as County Executive. Parisi partnered with the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP), World Dairy Expo, Midwest Horse Fair, New Holland Construction and Agriculture, and Centerplate catering to fund the new pavilions, which will replace the AEC’s existing barn facilities.

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