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Hatley and the Greater Wausau Area Are Now Ice Age Trail Communities

Designation celebrations will be held later in the year

Cross Plains, Wis. (March 25, 2024) —In addition to being located in Marathon County, what do the Village of Hatley and the Greater Wausau Area have in common? They're both official Ice Age Trail Communities.

The Ice Age Trail Community program helps communities leverage the Ice Age National Scenic Trail as an economic and social engine. With the addition of Hatley and the Greater Wausau area, there are now 21 Ice Age Trail Communities along the Trail.

"Commitment to this program represents agreement to build healthy and vibrant communities," said Amy Lord, Outreach and Education manager for the Ice Age Trail Alliance. "It is a partnership to cross promote one another and support the community and Ice Age Trail users."

The Ice Age Trail Alliance will promote Hatley and the Greater Wausau Area as destinations to its ardent base of Trail enthusiasts and volunteers. They will be encouraged to visit the communities and businesses while in the area. In turn, the communities will support the Trail and Alliance activities.

"Having Hatley and the Greater Wausau Area join the Ice Age Trail Community family is symbolic of the Trail's ability to connect communities of all sizes," says Luke Klobberdanz, Executive Director and CEO of the Ice Age Trail Alliance. "We know Trail supporters and volunteers will have a positive impact at the local level."

Home to more than 40 miles of completed Ice Age Trail, Marathon County includes iconic segments such as Plover River, Dells of the Eau Claire, and Ringle. The southern endpoint of the Ringle Segment, is located in Hatley on Curtis Ave. And although the village is small, it offers hiker essentials, including restaurants, a grocery, and restrooms.

"The Ice Age Trail continues to grow in popularity with increased interest in outdoor hiking," says David Narloch, Hatley Village president. "Our geographical location to the trail, along with our population growth, will be a win/win situation for both parties working as a team promoting each other's facilities."

The Greater Wausau Area (which includes Rib Mountain, Rothschild, Weston, Schofield, Mosinee, and Wausau) is located approximately 15-20 miles west of the Trail and offers amenities hikers need, whether they're on a one- or multi-day hiking trip in the region.

“As Wisconsin’s Basecamp™, becoming an Ice Age Trail Community enhances our efforts to draw visitors, residents and future residents into enjoying all our outdoor rec resources and cultural amenities,” says Tim White, Executive Director of Visit Wausau.”

Designation celebrations are currently being planned in each community. Details will be announced later this year.

Both communities received grant funding from the Community Foundation of North Central Wisconsin for their Trail Community application: Greater Wausau Area was funded by the Marvin & Ruth (Rudie) Schuette Fund; and the Village of Hatley was funded by the James & Susan Lundberg Fund.

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About the Ice Age National Scenic Trail:

The Ice Age National Scenic Trail is a 1,200-mile footpath contained entirely within Wisconsin. It traverses the state from St. Croix Falls in the west, to Sturgeon Bay in the east, going as far south as Janesville. One of 11 National Scenic Trails, the Ice Age Trail highlights the landscapes that were carved out by ancient glaciers, which happen to be some of the most beautiful areas in the state. Approximately 60% of Wisconsin residents live within 20 miles of the Ice Age Trail.

About the Ice Age Trail Alliance:

The Ice Age Trail Alliance is a non-profit, member and volunteer-based organization which conserves, creates, maintains, and promotes the Ice Age National Scenic Trail. For more information visit iceagetrail.org.