

PRESS RELEASE – for Immediate Release

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Wild Rivers Interpretive Center & Gift Shop
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The Wild Rivers Gift Shop and Interpretive Center officially reopened on March 25th. The Center was closed since January 24th due to a broken boiler pipe that flooded the facility all night damaging the main desk, computer equipment, ceiling, flooring and one wall. Repairs were completed and cleaning was finished on March 22 thanks to a local contracting team from Trace Construction and Demko Electric.

Come check out the expanded gift shop to browse for Northwoods gifts, puppets, t-shirts, sweatshirts, hats, books and other souvenirs. Take time explore the many exhibits and wildlife mounts including full body mounts of an albino buck, a mother bear with cubs, a wolf, coyotes, bald eagle, a variety of fish and more. The center acts as the Florence County Visitor Center for tourists and is adding more regional visitor guides, informational handouts and other resources. The friendly staff can direct you to a variety of attractions to see in Florence County and the surrounding area. The center is open Monday – Friday 8:00 am until 4:00 pm. Saturday hours will be added in May.

The Center is located at the corner of Hwy 70 and US 2 at 5628 Forestry Drive south of downtown Florence. There is also a newly signed “Return of Trees” 0.75 mile Interpretive Trail around the building with 16 signs that tell the story of how forests have moved and changed in our area over millions of years. This new Interpretive Trail story was created by Board member John Roberts and Graphic Designer Ashley Zoppetti. The project was partially funded by a John E. Force Forestry Fund donation. Other attractions on site are an off-leash, fenced Dog Park, and RV Dump station and picnic pavilion.

The Florence Wild Rivers Interpretive Center is housed in the Florence Natural Resource Center building that opened in 1992. The facility operates through a unique state, federal, and county partnership. It houses offices for the Florence County Forestry and Parks, Wisconsin Department of Natural Resources, United States Department of Agriculture Forest Service, University of Wisconsin Extension and Wisconsin Department of Motor Vehicles. For more information visit www.ExploreFlorenceCounty.com or call the Gift Shop and Visitor Center at 715-528-5377.