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February 2, 2023

FOR IMMEDIATE RELEASE

Visit Beloit Showing Premiere of Discover Wisconsin Episode During the First Night of the Beloit International Film Festival

BELOIT, Wis. – Throughout 2022, a production crew from Discover Mediaworks filmed at several locations in the Beloit region during a total of four visits to produce an episode for “Discover Wisconsin.”

The storyline of the new episode is visiting Beloit through your senses. In Beloit, we taste and smell our way through our incredible foodie scene. We feel the urge to explore and be adventurous. We listen to music carrying its way through the streets. We visually entice ourselves with arts in a variety of forms. Ultimately, Beloit is a place where visitors, and residents, can begin their own story at.

In anticipation of the Saturday, April 29, 2023 airdate, Visit Beloit is inviting the public to watch the premiere of the episode at Visit Beloit (656 Pleasant St., Beloit) on Friday, February 24, 2023 at 5:00 p.m. in conjunction with the Beloit International Film Festival. If there’s enough interest in viewing the premiere and Friday sells out, there will be a second showing on Monday, February 27, 2023.

The public is invited to attend the presentation free of charge, but tickets are required because of venue capacity. Tickets can be requested at beloitfilmfest.org.

“It was important that we showcase as many of the different attractions and businesses in the Beloit area that we could that make Beloit an extraordinary place to live,” said Tracy Bliss, director of marketing and public relations.

“It was as important that we shared those that have not been in the spotlight before but certainly deserve it. Stories are what weave together the fabric that holds this destination together and we hope you will agree that our new episode does a terrific job of showing how stories begin in Beloit through your senses.”

You can stream the exclusive early debut on Wednesday, April 26, 2023 at 4:00 p.m. on the Discover Wisconsin app. The episode will air statewide on April 29 at 10:00 a.m. on Bally Sports Wisconsin and at varying times across local affiliates of Discover Wisconsin Regional Television Network. For a list of broadcast network times, please visit www.discoverwisconsin.com/watch-now. Discover Wisconsin can also be streamed on YouTube, Roku, Apple TV, SmartTV, Google Chromecast, Amazon Fire, YouTube, and Facebook.

The episode will also be available for viewing on the Visit Beloit website at www.visitbeloit.com.

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Visit Beloit is Greater Beloit’s tourism champion using their expertise to generate positive economic impact and to create a vibrant community for residents and visitors.