

## **FOR IMMEDIATE RELEASE**

April 4, 2025

### **For More Information Contact:**

Michelle Eron, Shawano Country Tourism Manager  
Shawano Country Chamber of Commerce  
715-524-2139 or [tourism@shawanocountry.com](mailto:tourism@shawanocountry.com)  
shawanocountry.com

### **Shawano Country Barn Quilts: The NFL Draft Quilt**

**Shawano, WI** – April 4, 2025 – Shawano Country, known for its vibrant arts and cultural heritage, invites visitors to experience the latest barn quilt creation designed and painted for the upcoming NFL Draft in Green Bay, WI. This will make Shawano Country's Barn Quilt Trail to be at quilt number 412.

This project was brought into fruition by Barb LaMue, President and CEO of New North, (18-county regional economic development corporation in Northeast Wisconsin.) Barb LaMue brought an idea to the attention of Peter Thillman, Executive Director of Shawano County Economic Progress, Inc, Suzanne Wittman, Executive Director of the Shawano Country Chamber of Commerce and Michelle Eron, Shawano Country Tourism Manager. The communication and partnership put Shawano Country Tourism in touch with the Packers Organization and the NFL to create this piece of exclusive art.

Following the precise color palette of the marketing brand identity given by the NFL, the quilt pattern was designed by Michelle Eron. After the NFL approval, painting began at the end of February. The process has taken several weeks to complete and two of the exact same quilts have been produced. One quilt will be part of the NFL Draft Experience, with the second quilt being displayed inside the Shawano Country Chamber of Commerce and Visitor Center. The quilt at the NFL Draft Experience will be a part of the fan festival, offering a photo opportunity for fans and to celebrate Wisconsin's agricultural traditions. This partnership with the Packers and the NFL Draft will bring national exposure to the Shawano Country area.

#### **Background History:**

The Shawano Country Barn Quilt Project was started in 2010 by local Shawano photographer Jim Leuenberger, who had seen similar quilts in other states. The purpose of the project was threefold: to encourage the preservation of the beautiful, old barns in the county, to promote tourism in Shawano County, and to provide an opportunity for clubs like 4-H and FFA to conduct a community service project by painting and/or sponsoring a barn quilt. The project has

been coordinated by Jim Leuenberger and Michelle Eron, Tourism Manager, for the Shawano Country Tourism Council.

The barn quilt project has celebrated the region's agricultural heritage while supporting local tourism. Each quilt square tells a unique story, representing family traditions, historical events, and artistic expressions deeply rooted in Shawano Country's rural charm. The self-guided trail winds through picturesque countryside roads, offering a perfect blend of scenic beauty and cultural exploration. A listing of quilts can be found at [shawanocountry.com](http://shawanocountry.com)

"The Barn Quilt Trail is a testament to our community's pride and creativity," said Michelle Eron, Tourism Manager of Shawano Country Tourism/Chamber of Commerce. "It's a way for us to honor our farming communities while also attracting visitors who appreciate art, history, and the great outdoors."

For more information, please contact:

Michelle Eron  
Shawano Country Tourism Manager  
1263 S. Main St., Shawano, WI 54166  
[tourism@shawanocountry.com](mailto:tourism@shawanocountry.com)  
715-524-2139  
[shawanocountry.com](http://shawanocountry.com)

**SHAWANO**  
country

CHAMBER OF COMMERCE & VISITOR CENTER