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**FOR IMMEDIATE RELEASE**

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**Old World Foundation issues challenge to raise \$40,000 to enhance  
Old World Wisconsin's heritage livestock conservation efforts.**

Eagle, WI—Approximately 70 animals call Old World Wisconsin home. Most of these animals are heritage livestock breeds which are traditional breeds that were raised by our forefathers. These historic breeds retain essential attributes for survival and self-sufficiency and many are now in danger of extinction.

The Chair of the OWF Board of Trustees has issued a challenge to raise \$40,000 by August 4, 2023, to fund the animal program at Old World Wisconsin. Although these animals bring 19<sup>th</sup> century history to life, they receive the very best, 21<sup>st</sup> century care. In addition to feed, veterinary care, and hoof care, which is costly on a continual basis, the animal program needs additional funds at this time. The funds raised may be used to make needed repairs to the animal care facility and fencing enclosures, acquire new animals to meet the goals of Old World Wisconsin's conservation efforts, or increase the seasonal staff to both expand the quality care the animals receive as well as allow for more educational opportunities about heritage livestock conservation. In fact, Old World Wisconsin is currently partnering with the Livestock Conservancy to address national and international livestock conservation priorities.

Those who donate \$250 or more to help us reach our goal will be invited to attend our ***Sunset Soiree...an enchanted evening celebrating the conservation of heritage breeds at Old World Wisconsin.*** Thanks to two of Old World Foundation's generous donors, all gifts up to \$12,500 will be matched 100%! Guests to Sunset Soiree will be treated to an exclusive evening at Old World Wisconsin on August 19, complete with a tram ride, cocktails, mocktails, delicious food offerings from four food trucks, a meet and greet with the animals, live music, a photo booth, and an exciting raffle. Those who donate \$500 or more will also receive an invitation for two people to enjoy a cocktail hour before the evening festivities begin.

Old World Foundation is the independent and local non-profit organization that has been supporting projects and programs at Old World Wisconsin since 1984.

For more information on Sunset Soiree or how Old World Foundation supports Old World Wisconsin, please visit the Old World Foundation website at: [oldworldfoundation.org](http://oldworldfoundation.org) or call (262)594-2922.

For information on the 2023 season at Old World Wisconsin, please visit their website: [oldworldwisconsin.org](http://oldworldwisconsin.org)

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