

“Swiss Roots” at the Green County Cheese Days

“Swiss Roots” will be at this year’s Green County Cheese Days in Monroe, Wisconsin. Held on Sunday, September 17, the giant extravaganza, attracting more than 100,000 visitors which is one of the top 100 events in the US, pays special tribute to the Swiss cheese-making and dairy-farming legacy of Green County.

With a history dating back to 1914, Green County Cheese Days is the oldest and largest food fest in the Midwest. The festival honors Swiss heritage and the cheese-making and dairy-farming traditions of the area. Monroe’s historic Courthouse Square serves as a scenic backdrop to the festival grounds, and the celebration attracts crowds of revelers ready to yodel, polka, and consume cheese by the truckload.

Visitors enjoy cheese tasting and cooking demonstrations, dairy farm and cheese factory tours, live music, and plenty of authentic Swiss entertainment and cuisine. Unique highlights include sampling Wisconsin’s biggest cheese fondue, created by a local chef and a master cheese maker, a cow-milking contest, and The Swiss Colony Cheese Days Parade. Green County Cheese Day is expected to attract more than 100,000 visitors for the weekend.

This year’s Cheese Days will start with a Friday evening high: The “Swiss Roots” Ball – hosted at Turner Hall - featuring coronation of the Cheese Days King and Queen, and introduction of royalty, dignitaries, and special guests. A special Swiss Roots dessert will be unveiled with samples for all guests. Show your ethnic Swiss costume and win big prizes – like two round-trip airline tickets to Switzerland. Enjoy the musical entertainment by Keith Zweifel and the Stateline Playboys. Also, come and participate in Turner Hall’s biggest group yodel, led by a native Swiss yodeler. The Swiss Roots old timer postal bus will make an appearance and participate in the Cheeseland Festival Parade.

Look for the Old Timer Postal Bus on the festival grounds and get your special commemorative Swiss Roots postal cancellation. Come to the Swiss hospitality tent and sample typical Swiss food, learn how to yodel in 30 minutes, view three-dimensional pictures from beautiful Switzerland, find your Swiss roots on one of the computer terminals featuring www.swissroots.org, and participate in the sweepstakes to win flights to Switzerland.

**Green County Cheese Days, Monroe, Wisconsin
September 15 – 17, 2006**

For more information see www.swissroots.org and www.cheesedays.com.