FOLLOW THE SUGAR RIVER AND DISCOVER A SPECIAL PART OF WISCONSIN

Just outside of Madison, winding dairy roads lead you along the edge of the Sugar River where you can discover the communities of Mount Horeb, Verona, Paoli and New Glarus. Each unique in its heritage and charm, together they offer a wide variety of activities, from shopping and dining to breweries and wineries, outdoor recreation, history museums, and public art. Whether you are traveling alone or with family, for a day or for a week, this map will help you plan your getaway to Wisconsin's best hidden gem: the Sugar River Valley.



NOV

DEC

16 | Holiday Open House, Paoli

30 Tree Lighting, New Glarus

1 | Tree Lighting, Verona

1-3 | Christkindli Market, New Glarus

1-24 | Trollidays, Mount Horeb

1-24 | Adventfenster, New Glarus

2 | Cookie Crawl, Paoli

2 A Very Merry Night, Verona

6-7 | Hometown Holidays Trolley, Verona

8-10 | Chriskindl Market, Paoli

9 Reindeer Live, Verona

21 | Winter Solstice Shopping, Paoli

JAN

11-14 | Winterfest, New Glarus

13 | Silversterchlausen, New Glarus

FEB

2 | Winter Art Night, Verona

11 | Scandihoovian, Mount Horeb

18 | Winter Games, Paoli











