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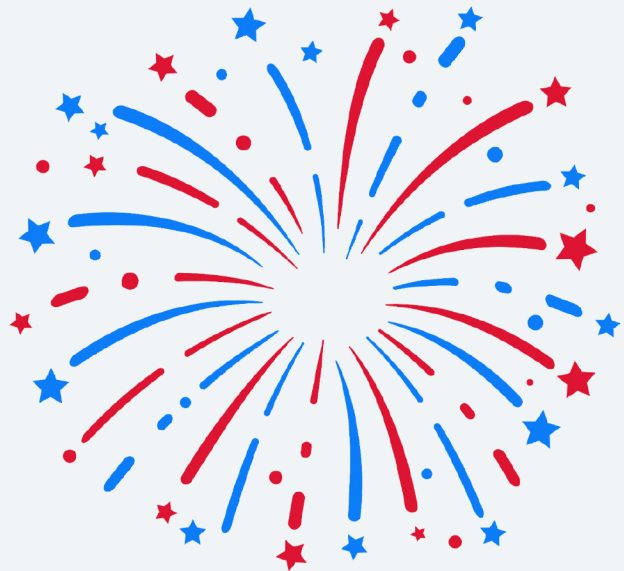
ONLY TWO WEEKS AWAY—EXCITEMENT IS BUILDING

The countdown has begun! With 10 days left until the highly anticipated World Euchre Championship, the excitement is palpable. Players from around the globe are gearing up for this thrilling event and compete for the title of Euchre champion.

As you prepare for the tournament, don't forget to pack your registration email containing the QR code or make sure it is saved to your smartphone. This will ensure a swift check-in process upon your arrival, allowing you to dive right into the action without delay.

Bicycle Cards is a proud sponsor of this year's tournament. Not only will they be providing gifts for the winners and door prizes, but the World Euchre Federation will also pass a resolution naming Bicycle Cards as "the official playing cards of Euchre." Your vote counts, so be sure to cast it loud and clear during the event!

For any inquiries leading up to the tournament, our team is here to assist you. Whether you have questions about registration, event details, or accommodations, feel free to reach out to us via email at info@newglaruscares.com or by phone at 608-205-8715. You can also visit our website at <https://www.worlddeuchrefederation.com> or the New Glarus Chamber of Commerce website at <https://www.swisstown.com> for more information and updates.



A HEARTFELT THANK YOU TO THIS YEAR'S SPONSORS

As we prepare for the excitement of the 2024 World Euchre Championship, we extend our deepest appreciation to our invaluable event sponsors. [Bicycle Cards](#), [New Glarus Brewing Company](#), [Jack Link's](#), [Decatur Dairy](#), and [New Glarus Fest Haus](#) have generously supported our event, ensuring its success and vibrancy.

Their event sponsorship goes beyond the tournament, too. They are not only celebrating the thrill of Euchre with us, but their sponsorship also contributes to the construction of a new inclusive playground in New Glarus. We are grateful for their commitment to making a meaningful impact on both the Euchre world and the local community.

To our sponsors, we offer our heartfelt thanks. Your dedication to quality, flavor, and fun has elevated our championship to new heights. With your support, we are creating memories, fostering inclusivity, and building a legacy that will be cherished for years to come.

OUR EVENT SPONSORS:



THANK YOU!

LONG LIST OF PRIZES YOU CAN WIN THIS YEAR

While the ultimate prize of the World Euchre Championship is the 6 lbs. world championship belt, there are numerous other accolades and rewards awaiting participants this year. Those who secure the top three positions will also receive gleaming medals and presented with prize baskets that are sure to dazzle and delight.

We are also proud to present a range of other special awards to honor various achievements and commendable acts throughout the tournament.

Among these accolades is the prestigious **Russell "Rooster" Reuter Award** for the person who traveled the farthest to attend the event.

We will also recognize the individual or team with the **Low Score Award**, and the **High Game Award**, which will be awarded to the individual or team with the highest score in a single game.



The World Euchre Championship is not solely about victory and triumph; it's also about embodying the principles of sportsmanship and fair play that lie at the heart of this beloved game. To honor this, we will be presenting the **Sportsman's Sportsmanship Award** to those who have exemplified integrity, respect, and goodwill throughout the tournament. And finally, we will shine the spotlight on style with the **Best Dressed Award**, recognizing the participant whose attire captures the essence of elegance and sophistication, adding a touch of flair to the proceedings.

Our tournament wouldn't be complete without a sprinkle of excitement and surprise. That's why we will be offering **Door Prizes**, randomly distributed to tournament participants as tokens of appreciation for their participation and dedication to the game. You never know how you will have a chance to win one of these, but keep your eyes peeled just in case.

TOP 10 THINGS TO DO WHEN VISITING NEW GLARUS

Get ready to experience the best of New Glarus during your visit for the World Euchre Championship! From delicious local eats to scenic drives and cultural experiences, there's something for everyone to enjoy in this charming Swiss-inspired town. Here are the top 10 things to do when you're here:

1. New Glarus Brewing Company Brewery Tour: Dive into the craft beer scene with a tour of the renowned New Glarus Brewing Company. Available weekdays only from 9 AM to 5 PM (but get there before 4 PM for the full experience), this tour offers a behind-the-scenes look at the brewing process.

2. Museums: Immerse yourself in the rich history of New Glarus at the Chalet of Golden Fleece and Swiss Historical Village & Museum. Explore exhibits showcasing the town's Swiss heritage and cultural significance. They are open for your convenience Saturday morning from 9 AM to 12 AM.

3. Puempel's Olde Tavern: Enjoy a Spotted Cow beer and a Swiss delicacy, a landjaeger. Or dare to try a limburger cheese sandwich. Who knows, you might even stumble upon a Euchre game in progress! Oh, and don't forget to try pinning a dollar bill to the ceiling.

4. Indulge in Local Cuisine: If you like burgers, we recommend the Wisco Burger at Ott Haus Pub & Grill, the Fireman's Burger at Sportsman's Reloaded, or The Stinky at Toffler's Pub & Grill. And don't miss out on the Fried Ravioli with Pesto and Sriracha Mayo at Sugar River Pizza. Or if you are in the mood for steaks, seafood, or other mouth-watering entrees, try Kristi's Restaurant.

5. Shop Til You Drop: Explore the eclectic shops downtown, including the eclectic Rusty Raven, Brenda's Blumenladen, Railroad Street Boutique, Kinderladen, Sisters, Sugar River Shoppe, and Pioneer Valley Country Store. Discover one-of-a-kind treasure to remember your trip by.

6. Scenic Drives: Take a leisurely drive through the picturesque landscapes surrounding New Glarus. Cruise along Legler Valley Road, Marty Road, Argue Road, Kubly Road, and County Highways H, U, and O to soak in the beauty of the rolling hills and crisp spring air.

7. Bailey's Run Vineyard & Winery: Unwind with a glass of wine and take in the scenic views at Bailey's Run Vineyard & Winery. Relax on the patio as you sip on locally crafted wines and soak up the beauty of the countryside.

8. Enjoy Cultural Performances: Immerse yourself in Swiss culture with live yodeling and alphorn playing at the tournament venue on Saturday. Experience the sounds and traditions of Switzerland right here in New Glarus.

9. New Glarus Bakery: Indulge your sweet tooth with a cream horn or nut horn from the iconic New Glarus Bakery. These delectable treats are sure to satisfy your cravings.

10. Capture Some Memories: Commemorate your visit to New Glarus by striking a pose in front of the vibrant New Glarus mural on 2nd Street in downtown New Glarus or with one of the many colorful cows on the New Glarus Cow Parade around town.

Get ready for an unforgettable experience in New Glarus as you explore these top attractions in our small town. There are, of course, many more great things to do, but this list will help you get going. We hope you create lasting memories during your visit for the World Euchre Championship!

WEF MEMBERSHIP HAS ITS PRIVILEGES!

In a move to further build our community and enhance the experience for all, every player competing in the tournament this year receives membership in the World Euchre Federation.

What does this mean for you? Here are some of the perks of your newfound membership:



- 1. Membership Card:** Your official entry pass into the world of Euchre excellence.
- 2. Members-Only Newsletter:** Stay updated with insider tips, strategies, and much more.
- 3. VIP Registration for Tournaments:** Skip the queue and secure your spot in upcoming tournaments.
- 4. 15% Discount on Merch:** Deck yourself out in style with a sweet discount on all World Euchre Federation merchandise in our online store.
- 5. Exclusive Content Online:** Unlock access to special content tailored just for you.
- 6. First Dibs on Exciting New Features:** Stay tuned!

But we're not stopping there. As we approach the holiday season, we're cooking up something extra special for our Euchre enthusiasts. We hope to offer a deluxe membership package, perfect for gifting to a loved one or treating yourself to a little extra Euchre joy. These deluxe packages will include all the perks of our regular membership, plus some exciting additional goodies such as a ball cap, coffee mug, and more. Standard memberships can be purchased now at <https://www.worldeuchrefederation.com>.

So, gear up, shuffle those cards, and get ready for an unparalleled Euchre experience. With your complimentary membership in the World Euchre Federation, you're not just a player—you're a valued member of a thriving global community. So let the games begin!

DO YOU NEED TO CANCEL? WE GOT YOU!

For those who have reserved a spot at the upcoming World Euchre Championship but find themselves unable to attend, we offer a hassle-free cancellation process. Simply email us at info@newglaruscares.com, and we will gladly refund your \$10 entry fee. Rest assured, your \$10 World Euchre Federation membership will remain active, granting you access to a range of benefits and perks throughout the year. If you are unable to join us for the tournament, your membership information, paperwork, and membership card will be promptly mailed to you. We understand that plans can change, and we want to ensure that your membership remains

valuable regardless of your tournament attendance. Please reach out to us with any cancellation requests or inquiries—we're here to assist you!

A LITTLE BIT ABOUT THE HISTORY OF NEW GLARUS

Many of you coming to New Glarus, Wisconsin are doing so for the first time, so we thought it would be nice to share a little bit about the story of our small town. Nestled in the rolling hills of southern Wisconsin, New Glarus is a vibrant community with a rich history. Our village traces its origins back to the mid-19th century when a group of 198 Swiss immigrants sought refuge from famine in Europe and found a new home here in



the Midwest. These pioneers brought with them not only their belongings but also their customs, language, and cheesemaking skills, flavoring this region with a distinct Swiss flair that endures to this day.

The story of New Glarus is one of resilience and determination, as these settlers carved out a new life amidst the rugged terrain of the Wisconsin wilderness. When they first arrived, early settlers worked in lead mines, where they slept in holes burrowed into the side of hills like badgers. This is why Wisconsin is known as the Badger state.

From humble beginnings as a small farming community, where the Wisconsin cheese industry was born, New Glarus flourished over the years, evolving into a bustling hub of commerce and culture, including New Glarus Brewing Company, one of the largest and impressive craft breweries in America.

Today New Glarus stands as a testament to the enduring spirit of its founders and the close-knit bonds that unite its residents. As the proud hosts of the World Euchre Championship, the community of New Glarus eagerly welcomes visitors from near and far, extending the same warm hospitality that has defined this picturesque town for generations.

To learn more about the story of New Glarus we encourage you to visit the Swiss Historical Village & Museum and the Chalet of Golden Fleece Museum on Saturday morning between 9 AM and 12 PM.

GREEN COUNTY: CHEESE CAPITAL OF THE WORLD

Green County, Wisconsin is the "Cheese Capital of the World." With its lush pastures, fertile soil, and a rich tradition of dairy farming, it's no wonder that this region has earned recognition for its cheese-making prowess. For decades, Green County has been at the forefront of the cheese industry, producing impressive artisanal cheeses that captivate taste buds around the world.

The first commercial cheese factory in Wisconsin was located just south of New Glarus and the first cheese cooperative was just north of New Glarus. They both made Emmental (Swiss) cheese and they are credited with Wisconsin ultimately being dubbed America's Dairyland.



As Euchre players gather in this dairy-rich paradise for the World Euchre Championship, they are in for a delectable treat courtesy of our esteemed sponsor, Decatur Dairy. Renowned for their commitment to quality and innovation, Decatur Dairy has once again graciously provided our players with their signature cheese curds. They recently earned the prestigious title of World Champion themselves at the renowned World Cheese Contest for their Munster curds, solidifying their status as true cheese champions.

While in town you can purchase Green County gold (i.e., cheese) at Chalet Cheese Haus and Rusty Raven. Each has a delightful selection of award-winning cheeses crafted right here in Green County. And of course, these cheeses are served at all of the New Glarus restaurants, too.

BE SURE TO USE #EUCHRECHAMPIONSHIP2024

Join the online excitement for the #EuchreChampionship2024! Share your love for the game, swap tactics, and connect with players worldwide on social media. Whether you're a pro or new to Euchre, your participation makes this championship unforgettable.

But wait, there's more! For those who contribute to the online chatter using #EuchreChampionship2024, there's a chance to win fantastic door prizes! Lucky winners will be selected from among those who utilize the hashtag, adding an extra layer of excitement to the digital dialogue. So, seize your smartphones, capture those moments, and dive into the conversation using #EuchreChampionship2024. We eagerly anticipate your posts as we countdown to the much-anticipated event!

THIS IS YOUR LAST CHANCE TO RESERVE A T-SHIRT

Massive thanks to everyone who has already secured theirs. Haven't reserved yours yet? Now's the time! Secure your T-shirt with a pre-order for just \$30 to reserve your preferred size and streamline pickup at check-in. Say goodbye to any last-minute concerns and proudly display your World Euchre Championship spirit right from the get-go—reserve your T-shirt today! [CLICK HERE](#) to order yours today.



THE WEATHER FORECAST IS COMING INTO VIEW

As we eagerly anticipate the World Euchre Championship, it's essential to keep an eye on the weather forecast for our event. While it's still a long way out, early indications suggest that we can expect mild and pleasant weather conditions in Green County, Wisconsin during the tournament. With comfortable temperatures and clear skies forecasted, players and spectators alike can look forward to enjoying the tournament amidst ideal weather conditions.

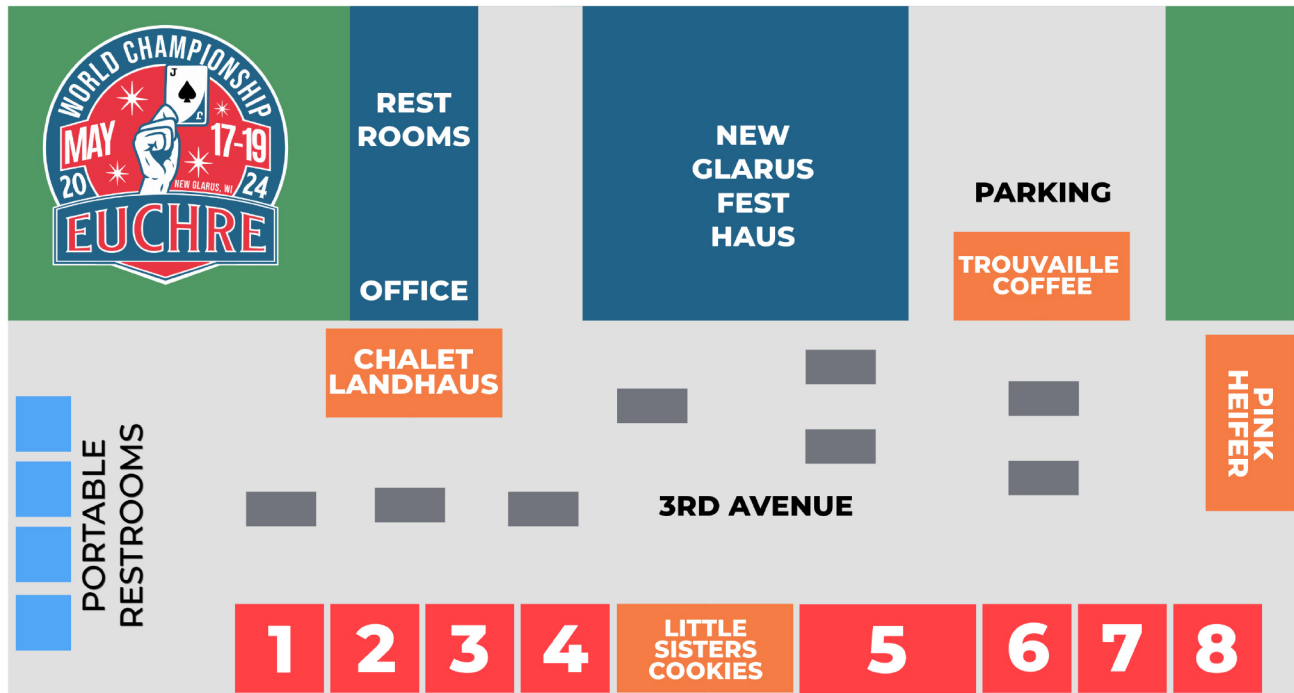
	Thu 05/16 Sunny	Fri 05/17 Rain	Sat 05/18 Sunny	Sun 05/19 A mix of sun and clouds	Mon 05/20 Rain
	72°	73°	72°	70°	72°
Feels like	72	73	72	70	72
Night	54°	54°	54°	54°	54°
POP	10 %	60 %	10 %	20 %	60 %

HAVE QUESTIONS? LET US KNOW!

If you have questions regarding your registration or visit to New Glarus, just let us know. We're here to help. You can contact us by emailing us at info@newglaruscares.com, calling us at 608-205-8715, or visiting us online at: <https://www.world euchre championship.com>

ONE MORE VERY SECRET THING: The word "gruezi" means "hello" in Swiss. The first person to **stand** after the Grand Poobah says, "shuffle up and deal" at the start of the tournament each day and **yells "Gruezi!"** will win a door prize!

WORLD EUCHRE CHAMPIONSHIP MAP MAY 18-19, 2024



EXHIBITOR & VENDOR LAYOUT

- | | |
|------------------------|------------------------------|
| 1 Logan Creek Soap | 5 Scentsy |
| 2 Beeville Honey | 6 That Was Then, This is Now |
| 3 TewSpicy | 7 Bohemian Trunk Show |
| 4 Meadow Ridge Alpacas | 8 Brad's Woodcraft |