

There's a better way forward for Wisconsin.

American Transmission Company (ATC) and its partners have proposed a 125-mile transmission line that would run from Middleton to Dubuque. Cardinal-Hickory Creek (CHC) is DESTRUCTIVE, EXPENSIVE & OUTDATED.

This is NOT a green energy line.
This is NOT NEEDED to keep the lights on.

A recent report from the Center on Wisconsin Strategy* suggests using Wisconsin-generated clean, renewable energy could:

- lower total energy use
- create 162,000 energy related jobs
- retain \$14 billion in energy annually in Wisconsin
- lower CO2 emissions
- increase tax revenues by over \$500 million/annually

Let's build a clean future together.

Join these experts, your friends and neighbors June 25th-27th at the final PSC Public Hearings to oppose the CHC line and demand a forward-thinking energy plan for our state.

Learn more at www.ProtectTheDriftless.com

Ad paid for by Driftless Area Land Conservancy.

We are grateful to our partners: Wisconsin Wildlife Federation, Driftless Defenders, Wisconsin Farmers Union, Western Dane Preservation Campaign, SOUL of Wisconsin, Grant County CHC opposition team, Vermont Citizens Powerline Action Committee and the many intervenors and volunteers. #ProtectTheDriftless #StopCHC



Driftless Area Land Conservancy

The Land Trust for Southwest Wisconsin

*Wisconsin Opportunity in Domestic Energy Production: The Economic and Health Benefits of 100% In-State Energy Production
by David Abel and Katya Spear, Center on Wisconsin Strategy (COWS), University of Wisconsin - Madison, February 4, 2019