

Bye-bye beautiful 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 Cardinal-Hickory Creek is **DESTRUCTIVE, EXPENSIVE, OUTDATED** and **NOT NEEDED** to keep the lights on. We can do better.

"The Driftless Area is a truly unique landscape, rich in natural resources and well known and appreciated for its natural scenic beauty ... The construction and maintenance of the proposed Cardinal-Hickory Creek transmission line and very high towers will have significant and undue adverse impacts."

*George Meyer, Executive Director of Wisconsin Wildlife Federation
and former Secretary of the Wisconsin Department of Natural Resources*

"Any route through the Driftless Area will have significant adverse impacts to wide-ranging environmental values, including biological diversity and ecological function, historical and cultural resources, recreational opportunities, and aesthetics ... We must strive together for energy solutions that do not sacrifice other conservation goals and degrade the quality of our land." *Dr. Curt Meine, Conservation Biologist, Historian/Writer, Adjunct Faculty UW-Madison and Senior Fellow with the Center for Humans and Nature*

"Many of the rare and threatened habitat types and species occurring in this section of the Upper Mississippi River valley and the Driftless Area are highly vulnerable to disturbances of the types that the proposed CHC transmission line and high towers would cause to occur."

*Donald Waller, Professor of Botany
and Environmental Studies, UW-Madison*

It's not too late to protect the Driftless Area.

Join these experts, your friends and neighbors June 25th-27th at the final PSC Public Hearings to oppose this 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: The Environmental Law & Policy Center, 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