



# NEWS

**MEDIA LINE: 877.506.6117**

[www.atcllc.com](http://www.atcllc.com)

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## **American Transmission Co. announces second round of open houses for Badger Coulee Transmission Line Project**

*Public encouraged to provide input on potential corridors at eight informational open houses to be held in June throughout the project study area*

MADISON, Wis. – American Transmission Co. is continuing a multi-year public outreach process for the proposed Badger Coulee Transmission Line Project with the second in a series of informational open houses in late June for residents and other stakeholders to review potential corridors for the proposed 150-mile, 345-kilovolt line from north of La Crosse to northern Dane County.

“As a result of further study and stakeholder comments, we have identified potential corridors that may be suitable for a new transmission line and will continue to be examined,” said ATC Local Relations Manager Sarah Justus.

Studies indicate that the approximately \$425 million project would deliver benefits to Wisconsin and the Midwest region by improving electric system reliability, delivering economic benefits for Wisconsin utilities and electric consumers, and expanding infrastructure to support greater use of renewable energy.

“Since the fall 2010 open houses, ATC has expanded its original study area north of La Crosse to provide the flexibility that may be needed to connect to the CapX2020 Hampton-Rochester-La Crosse transmission line project as currently proposed,” said ATC Major Projects Siting Consultant Pete Holtz. “We have identified five potential new substation areas where the Badger Coulee Transmission Line Project could make a single connection to the CapX2020 project north of La Crosse.”

ATC is hosting eight open houses throughout the project study area to gather feedback on potential corridors and provide stakeholders with more information about the project.

The public is invited to attend any of the following open houses:

June 20, Stoney Creek Inn and Conference Center, Onalaska  
June 21, Club 16, Sparta



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June 22, Cashton Community Hall, Cashton

June 23, Wilderness Glacier Canyon Conference Center, Wisconsin Dells

June 27, Ettrick Community Center, Ettrick

June 28, Three Bears Lodge, Warrens

June 29, Mauston Grayside Elementary, Mauston

June 30, Waunakee Middle School, Waunakee

Open houses at all locations run from 1 to 7 p.m.

ATC will hold two more rounds of open houses over the next two years to gather public input and narrow potential routes before filing an application to build the line with the Public Service Commission of Wisconsin, anticipated in 2013. If approved by the PSC, construction of the new line would begin in 2016 to meet an in-service date of 2018.

"We invite everyone who could be affected by the project to attend an open house and get involved," said Justus.

*Note to editors:* A map and additional information about the Badger Coulee Transmission Line Project is available at [www.BadgerCoulee.com](http://www.BadgerCoulee.com).

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*ATC owns, operates, builds and maintains the high-voltage electric transmission system serving portions of Wisconsin, Michigan, Minnesota and Illinois. Formed in 2001 as the nation's first multi-state transmission-only utility, ATC has invested \$2.5 billion to improve the adequacy and reliability of its infrastructure. ATC now is a \$2.9 billion company with 9,440 miles of transmission lines and 515 substations. The company is a member of the Midwest ISO regional transmission organization, and provides nondiscriminatory service to all customers, supporting effective competition in energy markets without favoring any market participant. For more information, visit our website at [www.atcllc.com](http://www.atcllc.com).*