**April 15, 2019**

**For More Information:**

Ian Lewitz, WPT publicist, ian.lewitz@wpt.org

Laura Schultz, WPT auction manager, laura.schultz@wpt.org

**Click, Bid and Win During WPT’s First Ever Online-Exclusive Auction**

In 2019, for the first time ever, the annual **Wisconsin Public Television (WPT) Auction** will be an online-exclusive event, without a televised broadcast component. WPT invites bidders to take part in the fun for a chance to win a wide variety of merchandise and services from Wisconsin businesses and individuals. Proceeds from Auction support WPT programs, outreach and community engagement initiatives and events that serve to enrich the Wisconsin community. **This year’s Auction will be held Wednesday, May 1 through Tuesday, May 14 and can be accessed online at auction.wpt.org**.

“For the first time, Auction will be an online-exclusive event,” said WPT Director of Television Jon Miskowski. “We are excited about the new online-exclusive format. It provides a streamlined focus, affording a more responsive Auction experience for our bidders and supporters.”

 Miskowski added, “Thanks to the volunteers, sponsors, donors and staff who invented and reinvented Auction over the past 43 years. Auction, with its volunteer and community focus, has been an important inspiration for the innovative fundraising and community engagement that drives our success."

With donations from businesses and individuals across Wisconsin and the surrounding states, the **WPTAuction**features a wide array of items with offerings suited to every budget and taste. Articles up for bid include dining experiences and food, travel packages, sports tickets, lodging, entertainment and items for homes.

To participate in this year’s Auction, bidders will have to create an online account, if they don’t already have one. To learn more about Auction and how to register for the event, visit **auction.wpt.org**.

Auction is funded in part by *TDS, UW Health, J.H. Findorff & Son, Inc., Johnson Financial Group and Friends of Wisconsin Public Television.* Overbid prizes provided by *Cost Cutters and Pizza Hut.*

Wisconsin Public Television is a service of the Educational Communications Board and University of Wisconsin-Madison.

WPT is a place to grow through learning on WHA-TV, Madison; WPNE-TV, Green Bay; WHRM-TV, Wausau; WLEF-TV, Park Falls; WHLA-TV, Lacrosse; and WHWC-TV, Menomonie-Eau Claire.

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