



FOR IMMEDIATE RELEASE
January 20, 2022

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East Troy Railroad Announces \$100,000 Grant from We Energies Foundation

Grant Will Help Fund New Green Energy Educational Displays and Museum Updates

EAST TROY, WI – The East Troy Railroad Museum will receive \$100,000 from the We Energies Foundation over the next five years. The money will fund new energy experience interactive education displays at the museum with the theme: *Generating Green Electricity for Modern Mobility*. The funding will also improve the visitor experience by supporting new heating and cooling systems in the Depot, which houses educational displays and historic electrical equipment and controls. The Depot was built in 1910 as a substation for the Milwaukee Electric Railway and Light Company (TMER&L), which we now know as We Energies.

“We are very grateful for the generous contribution to support our educational mission,” said Ryan Jonas, president of the museum. “We Energies and the We Energies Foundation have been strong supporters of the East Troy Railroad Museum for more than 40 years. These new contributions will allow us to make significant improvements in our programs and our facility.”

“We are making this contribution because we believe that working together, we can create a brighter future for the communities we serve,” said Beth Straka, vice president of the We Energies Foundation. “Electricity powered the railroad to East Troy in 1907 and electricity is an even bigger part of today’s transportation future. We are glad to partner with the East Troy Railroad to tell that story.”

The East Troy Railroad Museum operates regular 14-mile round trip excursions from its historic East Troy depot and museum to Indianhead Park in Mukwonago, with a stop at the popular Elegant Farmer store and deli. This not-for-profit railroad is operated and managed by over 130 volunteers dedicated to engaging visitors in the heritage of electric interurban railways and trolley systems. For more information, visit www.easttroyrr.org or call 262.642.3263.

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Suggested Caption for Attached Photo: The East Troy Railroad Museum’s Depot, built by The Milwaukee Electric Railway & Light Company as an electrical substation in 1911, houses historical electrical equipment that served the railroad to East Troy as well as providing power to the Village of East Troy and the surrounding communities. A \$100,000 contribution from the We Energies Foundation will fund new interactive educational displays at the Depot, telling the story of efficient electricity generation both then and now.