



*It's how we get there*

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## **TDA's Wisconsin 12 Days of Christmas**

*A celebration of the magic of the Wisconsin holiday season  
and the transportation system that delivers it.*

**(Madison, WI)** – This holiday season, the U.S. Post office expects to deliver 15 billion pieces of mail and 900 million packages. Add in volume from FedEx and UPS and the total package count soars over two billion. This surge in volume is driven by online sales from companies like Amazon, which experienced its biggest shopping day ever on Cyber Monday.

This week, TDA begins promoting its Wisconsin 12 Days of Christmas on social media channels. The goal is to highlight in a fun way the important role transportation plays in almost every aspect of the holidays.

“The holiday season is a wonderful time of the year in Wisconsin, but it means many additional demands on the transportation system,” said Debby Jackson, TDA director of marketing.

“Whether it’s packages delivered in two days or grandma arriving on time for the holidays, we rely on our transportation system and often take it for granted.”

The holiday season is traditionally a time to spend with family and friends. For the last several years, Americans have traveled in record numbers, with the vast majority of these travelers hitting the road. This year is expected to be no different.

“With the increased traffic from travelers and delivery trucks, drivers should be prepared to exercise a little holiday patience,” Jackson added.

TDA will release the First Day of Christmas today and the conclude on Friday, December 21.

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TDA's Wisconsin 12 Days of Christmas: <http://www.tdawisconsin.org/wisconsin-12-days-christmas/>

**About TDA**

*From the buses in Racine to the Port of Green Bay to the rail lines in Superior to the Waukesha County Airport to the roads we use every day, Wisconsin's transportation network is the key to connecting goods to market and people to jobs.*

*Founded in 1971, the Transportation Development Association of Wisconsin promotes the vitality and safety of the state's transportation system, including public transit systems, public-use and general aviation airports, railroads, commercial ports, and roads. TDA's members comprise business, labor, units of government, regional planning organizations, as well as individuals.*

Contact us at: [www.tdawisconsin.org](http://www.tdawisconsin.org) and Twitter handle @TDAWisconsin