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CONTACT: Kristi Chuckel 414.273.2680  
kchuckel@summerfest.com

## *Summerfest Announces 40<sup>th</sup> Anniversary Initiatives*

**MILWAUKEE - March 2, 2007** - Milwaukee World Festival, Inc. officials today announced several exciting Summerfest 40<sup>th</sup> Anniversary initiatives during a press event held at the Hyatt Regency Hotel in downtown Milwaukee. This event was held in conjunction with the company's Annual Board Meeting and 40<sup>th</sup> Anniversary Kick-off Party.

Speakers at the event included Milwaukee Mayor Tom Barrett, Milwaukee County Executive Scott Walker and Milwaukee Common Council President Willie Hines. In addition, speakers from MWF included Howard Schnoll, Chairman of the Board, John Boler, VP of Sales & Marketing and Don Smiley, President and Chief Executive Officer.

"We've worked for over a year planning an integrated marketing rollout that will build to the 40<sup>th</sup> Anniversary of Summerfest over a series of months," stated Don Smiley, President and Chief Executive Officer of Milwaukee World Festival, Inc. "From advertising, exhibits, products and promotions, we are looking back at the tremendous history of the event and looking forward to a bright future all at the same time. The people and businesses of our community have made this event what it is today, a world class event, and now in its fortieth year, there is not a better time to thank and celebrate all of them with promotions and the event itself."

The 40<sup>th</sup> Anniversary initiatives announced include the following:

**"Smile On."** - Celebrating "the community" of people and partners that have helped this festival become, not only "the World's Largest Music Festival," but "our festival." In celebration of 40 years of bringing smiles to the community, Summerfest will use this tagline in its 2007 advertising campaign, which will feature and celebrate the patrons of the community. Those who are interested in participating can submit their photo at [summerfest.com](http://summerfest.com) or attend a special casting call on April 13 and 14 at the Mid Gate at Henry Maier Festival Park. "Smile Squads" will distribute "Smile On." t-shirts throughout the community during April and May. The shirt tag also serves as a ticket that awards patrons free admission on weekdays from noon to 4:00, and if patrons are spotted wearing the shirt on the grounds they will be rewarded with great prizes like Marcus Amphitheater tickets, gift cards and tickets. Additionally, patrons wearing shirts and presenting the ticket tag at the Summerfest store receive \$5 of their purchases of \$50 or more. For more details visit [Summerfest.com](http://Summerfest.com).

**Anniversary Bash** - Summerfest is saying thank you to our community by opening up the gates on the final Sunday of Summerfest, July 8 between Noon and 4 PM and celebrate 40 years of fun for FREE. Thanks to Grebe's Bakery and Cedar Crest Ice Cream patrons can enjoy free cake and ice cream (while supplies last).

**Summerfest 40<sup>th</sup> Anniversary Commemorative Harley-Davidson® Fat Boy Motorcycle Giveaway** - Courtesy of Harley-Davidson Motor Company and Miller Brewing Company, patrons will have a chance to register to win this custom one-of-a-kind Summerfest bike autographed by Summerfest performers, along with other cool prizes, prior to Summerfest during 40 different on-premise Miller

promotions at locations in Milwaukee, Racine & Waukesha. Harley-Davidson Motor Company graciously donated the 2007 Harley-Davidson® FLSTF Fat Boy® motorcycle to Summerfest for the promotion. The final drawing will be held at the Miller Oasis on the final Sunday of Summerfest as part of the Anniversary Bash.

**Commemorative Merchandise** - Express Promotions will develop commemorative 40<sup>th</sup> Anniversary merchandise which will be sold at all Boston Store locations throughout Wisconsin as well as on the festival grounds during Summerfest.

**Milwaukee Public Television Documentary** - MPTV will produce a 60 minute broadcast program highlighting the legacy of "The World's Largest Music Festival" titled "Summerfest: 40 years of Making Music."

**Eisner Museum of Advertising & Design Exhibit** - This exhibit will focus on Summerfest's advertising and promotional campaigns over the past 40 years. It will be introduced in May and be on display throughout September. During Summerfest, Columbia St. Mary's may feature a portion of the exhibit in their "Cool Down Lounge" on the festival grounds.

**Coffee Table Book** - The Milwaukee Journal Sentinel has teamed up with Summerfest to develop a highly pictorial book highlighting 40 years of Summerfest. It will focus on the evolution and progression of Mayor Henry Maier's vision and Milwaukee's cornerstone summer celebration.

**Wisconsin Lottery Ticket** - The Wisconsin Lottery will offer a Summerfest 40<sup>th</sup> Anniversary Instant Scratch & Win Ticket. This \$2 ticket will be launched in April, distributed throughout Wisconsin, and offer \$4000 top instant cash prizes along with a chance to win one of four \$1000 cash prizes on the final day of Summerfest as part of the Anniversary Bash.

**Summerfest Spirit Program** - In celebration of this momentous year, the downtown area Riverwalk and Wisconsin Avenue, as well as General Mitchell International Airport will be decorated with Summerfest 40<sup>th</sup> Anniversary banners. Midwest Airlines has donated additional space in Concourse D at the airport for Summerfest Spirit signage.

**Business Journal Spread** - The Business Journal of Milwaukee will create a feature in June highlighting the business and sponsorship side of Summerfest over the last 40 years.

**Gift Cards** - New this year, Summerfest gift cards make the perfect gift for anyone who love summer, fun and music in Milwaukee. Gift cards can be used to purchase admission, Marcus Amphitheater concert tickets, merchandise, food and beverages on the Summerfest grounds.

**Summerfest.com** - The Summerfest website has been completely redesigned and launches today! The new site uses the newest technology, which allows for easier navigation and offers more interactivity through videos, photos, forums and more. The Summerfest Media Player, which was launched in 2006, is new and improved and will feature many more songs from your favorite Summerfest artists. Check out Summerfest.com for details on all of the initiatives outlined above.

Summerfest celebrates 40 years of music, fun and sun, **June 28 - July 8, 2007**. The late Mayor Henry Maier's vision of an event that would revitalize downtown and unite the community has evolved into The World's Largest Music Festival and Milwaukee's cornerstone summer celebration. Summerfest continues to attract the music industry's hottest stars, along with emerging talent and local favorites. The 23,000 capacity Marcus Amphitheater, 10 permanent grounds stage areas, 45 diverse food & beverage vendors and four unique marketplaces are set against the beautiful Lake Michigan and downtown backdrops, creating a festival experience like no other. Patrons can also enjoy Miller Lite, the Official Beer of Summerfest. For more details on The World's Largest Music Festival visit Summerfest.com.