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**For Immediate Release**

## **RE-OPENING OF THE NEW BRADFORD BEACH CEREMONY THIS SATURDAY**

### **Public Invited to Volleyball Ceremonial “First Serve” at Noon**

Milwaukee County Parks, G1 and the SURG Restaurant Group invite you to attend the Re-Opening of the newly renovated Bradford Beach. The ceremony will be held on June 16 at noon at the beach adjacent to the Bradford Beach House pavilion, located at 2400 N. Lincoln Memorial Drive.

Bradford Beach, a Blue Wave award-winning beach on Milwaukee’s lakefront, has been going through a face-lift with many enhancements that will add value to the users of one of Milwaukee’s destination spots for both residents and visitors alike. A ceremonial “first serve” will be held on the center volleyball court commemorating the event and the public is invited to attend.

New additions to Bradford Beach include a restored Beach House with updated bathrooms, a renovated concessions area and enhanced public services such as an overhead foot wash station. Additionally, public transportation in the form of trolley rides has been added to ease lakefront traffic. Trolley rides run daily from 11 am to 7 pm for only a dollar with pickup points being Bradford Beach, Discovery World and Ryan Braun’s Graffito at 102 N. Water St.

Over the past 5 years, Milwaukee County Parks and G1 have held a public-private partnership designed to rebuild the programming, services and amenities at Bradford Beach. In the fall of 2011, the SURG Restaurant Group joined as a partner to G1 and the Parks Department to renovate and restore the Bradford Beach House, operate the food and beverage services and expand upon current programming and special events.

The ceremony will coincide with three beach volleyball tournaments featuring divisions for adult, collegiate and youth participants. On Saturday, June 16th, the Bradford Beach Volleyball Series featuring men’s and women’s sand doubles will be featured. On Sunday, June 17th, the US Open Junior Beach Volleyball tour’s Central Open will feature competitions for boys and girls sand doubles for ages 12 through 18. In addition, the National Collegiate Sand Volleyball Association’s Great Lakes Open will feature a tournament for men’s and women’s collegiate sand doubles.

Bradford Beach is open every day through Labor Day from 11am to 9pm. Lifeguards are be present on the beach daily from 11 am to 5 pm. For more information, visit [bradfordbeachjam.com](http://bradfordbeachjam.com) or go to [countyparks.com](http://countyparks.com)

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