



CHRIS ABELE, MILWAUKEE COUNTY EXECUTIVE
JOHN DARGLE, JR., DIRECTOR OF PARKS, RECREATION AND CULTURE

Contact:
Jeff Baudry
(414) 257-4575
jbaudry@milwcnty.com

For Immediate Release

U.S. Bank July 3 Fireworks – A Tradition at the Lakefront

MILWAUKEE (June 19, 2013) – The US Bank July 3 Fireworks will light up the sky over Milwaukee County’s lakefront, Wednesday, July 3 at about 9:30 p.m. Over 20,000 shells, controlled by a state-of-the-art electronic system, will be launched from two barges on Lake Michigan, off the shore of Veterans Park. The fireworks will not be rescheduled in the event of severe weather.

“The U.S. Bank Fireworks show will be spectacular,” said Bill Bertha, president of U.S. Bank in Milwaukee. “It’s a great time for families and friends to get together. Nearly a million people are expected to enjoy the fireworks. This event is also a boon to the local economy as many people will spend time shopping, eating in restaurants, and staying at area motels and hotels.”

Veterans Park and Juneau Park offer prime seating for the event. Parking operations along the lakefront begin July 3 at 6 a.m. RV parking is available.

Visitors should plan to arrive early, because, at some point, North Lincoln Memorial Drive will be closed to vehicular traffic, and dropping off passengers will not be allowed.

The event organizer suggests parking further west of the lakefront and taking a downtown bus to the event. For bus route information, visit www.ridemcts.com

For boaters wanting to view the fireworks display, a limited number of transient slip rentals are available at McKinley Marina. Restricted boating areas on Lake Michigan will be enforced during the fireworks. For more information, call (414) 273-5224

For more information on the U.S. Bank July 3 Fireworks, visit U.S. Bancorp on the web at <http://www.usbank.com>.

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ADDRESS
9480 Watertown Plank Road
Wauwatosa, WI 53226-3560

PHONE/FAX
ph: **414 / 257 PARK** (7275)
fax: 414 / 257 6466



EMAIL
parks@milwcnty.com

WEBSITE
countyparks.com