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For Immediate Release

## Traveling Beer Garden: 2<sup>nd</sup> Stop, McKinley Park

Milwaukee, WI (June 16, 2014) – The second stop on the Milwaukee County Parks Traveling Beer Garden Tour will be McKinley Park’s Special Events Picnic Area, with the ceremonial tapping of the first keg Wednesday, June 18 at 4 p.m. Patrons can enjoy live music by Liam Ford and free Sprecher’s beer and root beer while supplies last. McKinley Park is located at 1750 N. Lincoln Memorial Drive.

“At our first stop on the tour, we served over 5,000 people in the first week alone! That’s a successful start to the tour,” said Parks Director John Dargle, Jr. “We see this service as a way to attract people to the parks.”

From June 18-29, the McKinley Park location will be open from 4-10 p.m. Monday-Friday and 11 a.m.-10 p.m. Saturdays, Sundays and holidays. The last beer will be served at 9 p.m. Liam Ford will perform the opening night from 4-7 p.m. and Saturdays and Sundays from 5-8 p.m.

Weekends will bring additional attractions to the McKinley Park area on the Lakefront. During the stop’s first weekend, June 21 and 22, visitors may look skyward to see the Milwaukee Air & Water Show. During the closing weekend, June 28 and 29, from 11 a.m.-8 p.m., the Sea Cuisine Taco Bar will offer free fish taco samples as part of the “Upgrade Your Taco Night.” Featured taco varieties include the “Oh My Cod” and the “Baja Mama,” available while supplies last.

About 10 on-tap beers will be served in souvenir glass pints and steins and souvenir plastic boots, with refills offered at reduced prices at any stop on the Traveling Beer Garden tour. In addition, flights of five beer samples will be served. Other Sprecher beverages to be served include gluten-free beer, hard root beer, hard ginger ale, sodas, and root beer floats. Snacks will also be available.

Families are welcome to pack their own picnic lunches or suppers and non-alcoholic beverages. License restrictions prohibit the carry-in of any alcohol. Grilling is not allowed at the beer garden site or the immediate surrounding area.



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Facilities offer shared-table seating, where families are encouraged to make new friends. All Traveling Beer Garden stops are wheelchair accessible and have ample restroom and parking facilities nearby.

“We’re providing an opportunity for people to come out, visit the parks, and enjoy a social atmosphere,” said Dargle.

The traveling facility will visit six different parks or parkways, each for a two-week season between early-June and late-August. The opening day at each location is celebrated with free Sprecher beer and root beer while supplies last.

Beer Gardens in Milwaukee have been a tradition, bringing friends, families, and neighbors together in a relaxed, social setting. With the arrival of German immigrants in the mid-1800s, beer gardens began to spring up—often located in parks. By the late 1800s beer gardens were prolific throughout the city as the center of summer social life.

Two permanent beer gardens have operated in the Parks since 2012. Estabrook Park Beer Garden, developed and operated by the same folks who brought Old German Beer Hall to Milwaukee, overlooks the Milwaukee River, and The Landing at Hoyt Park, operated by the Friends of Hoyt Park & Pool, offers views of the Menomonee River Parkway.

For more information, visit call (414) 257-PARK or [countyparks.com](http://countyparks.com).

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#### **2014 TRAVELING BEER GARDEN SCHEDULE OF REMAINING STOPS**

*Hours are 4-10 p.m. Monday-Friday and 11 a.m.-10 p.m. Saturdays, Sundays and holidays.*

June 18-29	McKinley Park, Special Event Picnic Area (formerly the Coast Guard Station)
July 2-13	Doctors Park, near Picnic Area #3
July 16-27	Red Arrow Park, plaza
July 30-Aug. 10	Greene Park, near the comfort station,
Aug. 13-24.	Falk Park, near the pavilion