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**Sept. 5, 2014**

## **MEDIA ALERT**

### **50,000<sup>th</sup> Patron to be Served at Traveling Beer Garden**

**WHO:** Milwaukee County Department of Parks, Recreation and Culture, in partnership with Sprecher Brewing Company

**WHAT:** Celebration of the 50,000<sup>th</sup> Patron to be served at the Traveling Beer Garden (TBG)  
When the 50,000<sup>th</sup> patron steps up to the counter, the TBG siren will sound, announcing the lucky customer. The patron will receive a gift basket of Sprecher and Parks products and certificates, valued at over \$250.

**WHEN:** Friday, Sept. 5, 2014  
Beer garden hours: 4-10 p.m., with the last beer served at 9 p.m.  
Live Concertina Music: Vern and The Originals, 4-7 p.m.  
(Because the TBG is quite close to reaching the 50,000 mark, the winner is expected to be determined within the first hour of opening.)

**WHERE:** Root River Parkway South, Picnic Area #1 (near 92<sup>nd</sup> and College)

**WHY:** Fun for the family—from root-beer floats to gluten-free beer

- This is the final weekend of the Traveling Beer Garden Tour
- Sprecher products will be featured. About 10 on-tap beers will be served in souvenir glass pints and steins and souvenir plastic boots, with refills offered at reduced prices. In addition, flights of five beer samples will be served in recyclable plastic cups. Other Sprecher beverages to be served include 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. *Note: License restrictions prohibit the carry-in of any alcohol. Grilling is not allowed at the beer garden site or the immediate surrounding area.*
- Facilities offer shared-table seating, where families are encouraged to make new friends. The TBG stop is wheelchair accessible and has ample restroom and parking facilities nearby.

For more information, see [countyparks.com](http://countyparks.com) search: beer gardens

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