



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

Contact:
Jeff Baudry
(414) 257-4575
Jeffrey.Baudry@milwaukeecountywi.gov

For Immediate Release

Campaign Brings First Beach Wheelchair to Bradford Beach

Milwaukee, WI (Aug. 10, 2015) — Milwaukee County Parks in partnership with The Ability Center announced today that Ramp Up MKE, a campaign to make Bradford Beach more accessible to people with mobility disabilities, has received enough donations to purchase the first, specialized, wide-tired wheelchair that can be maneuvered in the sand.

“We’re off to a great start,” said Damian Buchman, founder of The Ability Center. “Our initial campaign goal is to raise \$5,000 to purchase and maintain two Eagle Monster Beach Chairs, but with the support of the community, we can do more to provide accessibility for all!”

The “kickoff” event is scheduled Aug. 22, from noon-5 p.m. at Bradford Beach. Volunteers will lay out a temporary ramp from the Bradford Beach Tiki Hut to the shore of Lake Michigan. This means access to the water becomes possible for many more in the community. People with disabilities can also test out a beach wheelchair. Music and beach games will round out the event.

Placement of the “ramp” is to draw attention to the GoFundMe Ramp Up MKE campaign. Every \$2,500 raised will purchase and maintain a chair that can be checked out at no charge by a person with a mobility disability.

Through Labor Day, donations of any amount will be accepted at www.gofundme.com/rampupmke.

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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