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For Immediate Release

## **2015: A Banner Year for Traveling Beer Garden™** *Season Extended to Sept. 11 at Root River Parkway*

Milwaukee, WI (Sept. 4, 2015) – This year has been a banner year for the Milwaukee County Parks Traveling Beer Gardens. Over 100,000 people have attended stops on the 16-week tour—with the last stop still to be counted.

The current and final stop of the 2015 tour includes a visit to Juneau Park and a return engagement at the Root River Parkway South, the most popular location on the tour. Due to the success at the Root River location, the beer garden there will have an extended run. Both locations will be open Friday from 4-10 p.m.; and Saturday, Sunday, and Labor Day from 11 a.m.-10 p.m. In addition, Root River will be open Sept. 8-11, from 4-10 p.m. The last beer is served at 9 p.m.

“Adding the second beer garden facility to the 2015 tour has more than doubled our success,” said Joe Mrozinski, Assistant Chief of Recreation and Business Development for Milwaukee County Parks, and originator of the Traveling Beer Garden concept.

At the shared tables of the 2015 beer gardens, visitors have enjoyed 75,000 beers; 10,000 sodas; 7,000 hot pretzels; 2,500 servings of popcorn; 1,500 glasses of wine; 1,000 root beer floats; and 700 pizzas.

All proceeds the County receives from the Traveling Beer Gardens will go back into improving parks across Milwaukee County. In addition to the operating proceeds, Sprecher Brewing Company, through the Park People of Milwaukee County, has donated \$32,000 for improvements to the parks visited by the Traveling Beer Gardens.

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Parks visited on the 2015 tour were Brown Deer, Doctors, Dretzka, Falk, Froemming, Gordon, Grant, Greene, Greenfield, Juneau, Holler, Mitchell, Red Arrow, Root River Parkway South (near Whitnall Park), and Sheridan. Factors considered in locations of the tour stops were electrical infrastructure, park activities and amenities, feedback from Parks Friends Groups, availability of a covered structure, and proximity to other permanent and temporary beer gardens.

Staffed by Parks Concessions Division employees, the beer gardens offer 11 on-tap Sprecher beers, served in souvenir glass pints, steins, and boots, with refills offered at reduced prices at any stop on the Traveling Beer Garden tour. In addition, flights of five beer samples are served. Other Sprecher beverages served include gluten-free beer, hard root beer, hard ginger ale, sodas, root beer floats, and the new malt beverages, Hard Apple Pie and hard cider. Wine and snacks, including soft pretzels by Milwaukee Pretzel Company, are also 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.

All Traveling Beer Garden stops are wheelchair accessible and have ample restroom and parking facilities nearby.

For more information, about the Traveling Beer Gardens, visit <http://county.milwaukee.gov/Parks/BeerGardens>.

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