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For immediate release

## **Cupcake Fest MKE, Sweetest Day Date Night at The Domes**

Milwaukee, WI (Sept. 16, 2015) – Sweetest Day, Oct. 17, will be a day of cupcakes at The Domes. The debut of Cupcake Fest MKE will run from 9 a.m.–4 p.m. and will be followed by Sweetest Day Date Night from 6–10 p.m. The Domes, “Milwaukee’s Living Landmark,” is located at 524 S. Layton Blvd.

Milwaukee’s first cupcake festival will have attractions including the interactive Cupcake Factory, Community Cake Decorating (of a six-foot-tall display cake), a cupcake flavor contest, a scavenger hunt, a coloring station, DJ dance party, red-carpet photos, and an artisan craft fair. The event is sponsored by Classy Girl Cupcakes.

Sweetest Day Date Night, a fundraising event of the Friends of The Domes, will feature cocktails, appetizers, and liquor-infused cupcakes, in the romantic setting of the softly lit domes.

### **Cupcake Fest MKE**

“Cupcakes aren’t just a fad,” said Erica Elia, owner of Classy Girl Cupcakes. “They bring happiness to special occasions and can brighten any day, just like flowers do. This is why the Domes is the perfect venue, and Cupcake Fest MKE is my way of responding to the need for quality children’s activities in Milwaukee.”

As children enter the event, they’ll receive a scavenger hunt map. They’ll use the map to find the Cupcake Crew characters hiding among the plants of all three domes. Finding all the characters will lead to the Coloring Station for a prize and the DJ Dance Party. Parents can do some coloring of their own with the younger kids while the older kids learn the Cupcake Shuffle and watch dance routines.

Sure to be a big hit at the festival is the interactive Cupcake Factory. Here guests will purchase a vanilla or chocolate cupcake or cupcake push pop and, to decorate their treat, will choose among several flavors of buttercream frosting, sprinkles, and a ring topper for a cupcake or sticker for a push pop.

For those more interested in eating than decorating, ready-to-eat cupcakes decorated by the experts will be for sale. The selection will include movie-themed cupcakes (think Frozen and Minions).

Containers will be available to transport cupcakes.

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To bring out the inner cake-artists of guests, the event includes Community Cake Decorating. Event-goers will unleash their creativity in colored buttercream frosting as they test their skills with a piping bag. Parents tweeting photos of their children with their art will be entered in a contest, with the winner spending an afternoon at Classy Girl Cupcakes learning decorating techniques.

For cupcake artists focused on flavor, the Cupcake Creation Contest is looking for ideas. Each guest may submit one idea. Five finalists, age 8 and up, will be selected by Classy Girl Cupcakes after the festival. The finalists will develop their ideas and bake samples at the bakery with help from parents or staff. Finalists will be invited to present their cupcake at the Classy Girl Cupcakes 5<sup>th</sup> Anniversary Bash this winter. Voting at the anniversary party will determine which cupcake will be added to the Classy Girl Cupcakes' permanent menu.

For a memento of the day, guests can don a cupcake costume or select a baking utensil as a prop and have their photo taken on the Divine Consign celebrity red carpet. Photos will be available for free download the week following the festival.

Admission to Cupcake Fest MKE is included in regular Domes admission. Regular admission for adults age 18 and over is \$7; Milwaukee County Seniors with ID, persons with disabilities, students of any age with ID, and youth age 6–17, \$5. Children 5 and under are admitted for free. The price of cupcakes and baked treats range from \$3-\$5 each. Additional food and beverage items will be available for purchase.

For more information on the cupcake festival, visit [CupcakeFestMKE.com](http://CupcakeFestMKE.com).

### **Sweetest Day Date Night**

After the cupcake festival has cleared The Domes, the facility will reopen as a romantic setting for couples to complement their Sweetest Day evenings out.

Before or after dinner, guests can enjoy a stroll through the moonlit Desert Dome, spend a moment near the waterfall in the Tropical Dome, or take in all the color of the fall mum display in the Show Dome, as soft music plays.

Light shows will also be presented in the Show Dome. Shows will start on the hour, beginning at 8 p.m.

In the lobby area, couples can select from a wide variety of liquor-infused cupcakes. Tiramisu, Strawberry Champagne, Mimosa, along with Caramel Stout and Maple Bock are among the specialty cupcakes created by Classy Girl Cupcakes.

In addition, an assortment of appetizers and cocktails will be available at the full bar of Zilli Hospitality Group.

Each couple may have a complimentary photo taken as a keepsake of the evening.

Admission to the special event fundraiser is \$10 per person, at the door. The price of cupcakes, appetizers, and cocktails varies.

For more information, visit [milwaukeedomes.org](http://milwaukeedomes.org).

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