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For immediate release

## Free Pokémon Go Event in Mitchell Park July 23

Milwaukee, WI (July 15, 2016) –While Pokémon are showing up at locations throughout the metro area, Milwaukee County Executive Chris Abele announced that the Parks Department will offer a PokéNic, a free Pokémon-themed event, July 23, from 10 a.m.-2 p.m. in Mitchell Park, 524 S. Layton Blvd.

The event lets families play the “augmented reality” game Pokémon Go—the top free smartphone app—and participate in a variety of picnic-type activities with a Pokémon twist.

Groups will use their own smart phones to chase and catch virtual Pokémon characters that pop up on their screens. Just outside The Domes are eight PokéStops for players to stock up on free, virtual supplies, such as Pokéballs, which are used to catch and store the characters. To be sure there will be plenty of Pokémon in front of The Domes and the nearby sunken garden area, lure modules will be launched every half hour. The lures will attract a plethora of Pokémon. Then, a beacon will appear on players’ phones to alert them to a new location where creatures have gathered.

“Several of our parks are PokéStops,” Abele said. “We love that this game is getting people outside and active in the parks. Play safe and stay tuned for more Pokémon-themed events in your parks!”

In addition to the smartphone game, families will enjoy photo-ops and Pokémon-themed games. All ages are invited to participate in the Poliwig Water Balloon Toss, PokéEgg Race, and the scavenger hunt. Coloring sheets featuring the Mystic, Valor, and Instinct teams will also be available at the PokéNic.

Families may bring their own snacks, beverages, or picnic lunches.

For more information, call (414) 257-5600.

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