

# “Brag About It” Campaign to Promote Attractions in Milwaukee County



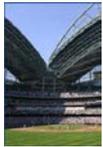
## **The Quest for Immortality: Treasures of Ancient Egypt** - Milwaukee Public Museum

- Through August 8, 2004
- Only location in entire Midwest is Milwaukee
- Twice the artifacts of King Tut exhibit
- Largest selection of Egyptian antiquities ever displayed in North America



## **Milwaukee Art Museum's Calatrava-designed Wing**

- The first Santiago Calatrava-designed building in the United States
- The Burke Brise Soleil is the moveable, wing-like sun screen that rests on top of the glass-enclosed reception hall and is raised and lowered to control heat and light in the structure.
- The Brise Soleil, unprecedented in American architecture, is the signature element of the Museum's new 142,050-square-foot Quadracci Pavilion.



## **Miller Park**

- Home of the Milwaukee Brewers Baseball Club
- The only fan-shaped retractable roof in North America – 600 feet span covering 10.5 acres
- Seating capacity of 42,400



## **General Mitchell International Airport**

- 14 airlines offer roughly 230 daily departures (plus 230 daily arrivals).
- Approximately 90 cities are served nonstop or direct from Mitchell International.
- It is the largest airport in Wisconsin.

644,603 passengers in March, making it the first time a monthly total has exceeded 600,000. The number of March passengers was up 19.31 percent over March 2003. The first quarter of 2004 showed a 16.52 percent increase over the same period in 2003.

## **Milwaukee County Park System**



- Over 140 parks and parkways totaling nearly 15,000 acres
- 15 golf courses arranged in skill-level categories
- Two aquatic parks, two indoor and ten outdoor pools
- Boerner Botanical Gardens- internationally renowned horticultural showplace
- Mitchell Park Domes: Arid Dome, Tropical Dome, and Floral Show Dome
- Oak Leaf Trail: The trail features over 100 miles of multiple loops through all the major parkways and parks in the system.



## **Milwaukee County Zoo**

The Milwaukee County Zoo is considered among the finest Zoos in the country. It is situated on 200 wooded acres and is home to approximately 2500 animals, representing 300 species of mammals, birds, reptiles, fish and invertebrates



## **Summerfest**

- Annual 11-day music blowout on 75 acres along the shores of Lake Michigan.
- Featuring 13-stages offering live music all day and night, plus a variety of food, shopping and children's activities.
- 2004 dates: Thursday, June 24 - Sunday, July 4; noon - midnight daily
- Ten different ethnic festivals throughout the summer



## **Lake Express Ferry Service**

- Three round trips per day to Muskegon, Michigan
- Each trip lasts approximately 2 ½ hours
- Space for 46 vehicles