



Milwaukee Downtown, Business Improvement District #21
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FOR IMMEDIATE RELEASE

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Downtown Milwaukee’s Jack-O-Lantern Jubilee returns to Baird Community Commons on Oct. 25

Downtown’s pumpkin palooza offers more free goodies and an expanded backdrop of seasonal lights

MILWAUKEE (October 20, 2025) – Let the *gourd* times roll! Milwaukee Downtown, BID #21’s fourth annual Halloween event is back. Jack-O-Lantern Jubilee presented by Baird returns Saturday, Oct. 25, from 11 a.m. to 2 p.m., at Baird Community Commons at the Baird Center, 400 W. Wisconsin Ave., where festive lights are aglow as part of the ongoing Halloween Village display.

The free, family-friendly event invites children to come dressed in costume for an afternoon of autumnal activities. The first 400 guests to attend Jack-O-Lantern Jubilee will have the opportunity to pick out a free pumpkin. Kids can participate in pumpkin decorating with Artists Working in Education, where supplies to make spooky or silly jack-o-lanterns will be supplied. Other highlights will include face-painting, photo opportunities with beloved characters, live entertainment and story times, fire engine exploration with the Milwaukee Fire Department, and a children’s book sale with Friends of Milwaukee Public Library. Fall-themed vendors will offer food and beverages for purchase. Plus, trick-or-treat goodie bags will also be distributed while supplies last.

Discounted parking is available in the Baird Center’s parking facility during Jack-O-Lantern Jubilee. The cost to park in the facility will be \$13.49 when guests alert the parking attendant that they are attending Jack-O-Lantern Jubilee. Entrances are at 500 W. Wells St. and 501 W. Kilbourn Ave. Discount applies to entrances on Saturday, Oct. 25 between 11 a.m. and 2 p.m. only. Street parking near the event is also available.

“Jack-O-Lantern Jubilee is a treat-filled, no-cost option for Milwaukee-area families,” said Erica Green, COO of Milwaukee Downtown, BID #21. “Thanks to our presenting sponsor Baird, we’re delighted to combine towering sculptures with live entertainment and hands-on crafts for a full sensory experience. The event is quickly becoming an annual tradition.”

Jack-O-Lantern Jubilee occurs amid the lighted décor of Halloween Village. Now through Oct. 31, Halloween Village at Baird Community Commons at the Baird Center, 400 W. Wisconsin Ave., is delighting guests with spook-tacular scenes for photo ops. Guests are invited to pose for pictures in the interactive figures and walk through a giant, 12-foot pumpkin. New this year the display features a giant spider, group of ghost pals, and monster-sized picture frame. Other interactive lighted figures include a ghost, scarecrow, Frankenstein, and two different witches. Halloween Village is free and open to the public.

For more information on Jack-O-Lantern Jubilee presented by Baird and Halloween Village at Baird Community Commons, visit www.milwaukeedowntown.com.

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About Milwaukee Downtown, BID #21

Milwaukee Downtown, Business Improvement District #21, is an organization established in 1998 to support the interests of the downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 150 square blocks representing approximately 500 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe and welcoming downtown. More info is available at www.milwaukeedowntown.com.