



Milwaukee Downtown, Business Improvement District #21  
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FOR IMMEDIATE RELEASE

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## **Downtown Employee Appreciation Week returns August 18**

*Milwaukee Downtown, BID #21 will host five days of free lunches, Office Challenge Games, giveaways and more*

MILWAUKEE (July 28, 2025) – Milwaukee Downtown, BID #21 is teaming up with downtown businesses and organizations to celebrate downtown employees during the 20<sup>th</sup> annual Downtown Employee Appreciation Week, Aug. 18 – 22. Modeled after “Homecoming Week,” this spirit week for downtown’s workforce will feature daily activities, including Office Challenge Games, thousand-item lunch giveaways, workout sessions, and after-work social events.

The celebration begins Monday, Aug. 18 at 8 a.m. with a Morning Jolt event, featuring free coffee for the first 150 employees and 50% off all drinks at Biggby Coffee, 920 N. Water St. Following Morning Jolt, festivities will kick off at 11:45 a.m. at Red Arrow Park with an opening ceremony, 1,000-item lunch giveaway and a performance by Rhythm Kings at Heart(beans) of the City powered by MGIC.

Throughout the week, lunchtime activities will be held from 11:45 a.m. to 1 p.m. in Red Arrow Park (Monday, Aug. 18), Cathedral Square Park (Tuesday, Aug. 19), Schlitz Park (Wednesday, Aug. 20), Pere Marquette Park (Thursday, Aug. 21), and Zeidler Union Square (Friday, Aug. 22). Each day will include free eats, live music and the popular Office Challenge Games sponsored by Educators Credit Union. This year’s games include: Corporate Ladder, LinkedIn One and Axe-Ceiling at Work. Daily prizes are up for grabs for the top contenders in each Office Challenge game. The Milwaukee Bucks will be onsite to host their popular basketball shootout, plus there will be appearances from the Milwaukee Brewers and Milwaukee Admirals.

“Downtown Employee Appreciation Week highlights the perks of working in our vibrant urban center,” said Matt Dorner, CEO of Milwaukee Downtown, BID #21. “We’re thrilled to mark the event’s 20-year milestone with new activations in our parks and public spaces, and more exciting giveaways. It’s certain to be a rewarding week, so make plans to join us.”

### **New Events In 2025**

New this year, Milwaukee Downtown, BID #21 and the Milwaukee Public Market will host a Service Industry Night on Monday, Aug. 18 from 6 p.m. to 8:30 p.m. at Riverwalk Commons, 423 N. Water St. Sponsored by Visit Milwaukee, the evening will celebrate downtown’s hospitality workers with free beverages, while supplies last. Live music and a wide range of cuisines from area food trucks will add to the fun.

In addition, a Yappy Hour sponsored by Fromm Family Foods will be held on Wednesday, Aug. 20 from 4 p.m. to 7 p.m. at the new MKE Dog Park, 103 W. Clybourn St. The park will officially open to the public during a ribbon-cutting ceremony at 3 p.m. Yappy Hour will feature music from Frogwater, free Foxtown Brewery beer samples, giveaways and food for purchase. The day will be paired with Milwaukee’s (un)official “Bring Your Dog to Work Day” in celebration of the opening of the park. Participating businesses who make their office pet-friendly for the day, and register on the event’s website, will get a special delivery of Fromm dog treats, while supplies last.

**MORE**

## ***Employee Appreciation Week returns Aug. 18/ADD ONE***

### **Returning Pre- and Post-Work Functions**

Employees will be encouraged to take a Moment of Movement throughout the week with free wellness sessions offered by various fitness instructors, Tuesday, Aug. 19 – Friday, Aug. 22. Classes will be offered from 7 a.m. to 8 a.m. at various locations. Advanced registration is required for all fitness classes, which can be completed at [www.iworkdowntownmke.com](http://www.iworkdowntownmke.com).

Employees can also participate in a free meditation session on Thursday, Aug. 21 at 5:15 p.m. at Pere Marquette Park. During this one-hour class, employees will learn mindfulness meditation techniques that promote multiple health benefits, including reducing stress, anxiety and cortisol levels. Pre-registration is required at [www.iworkdowntownmke.com](http://www.iworkdowntownmke.com).

Morning Jolt returns daily with free coffee at various locations from 8 a.m. to 9:30 a.m. On Monday, Aug. 18, 150 cups of coffee will be poured at Bigby Coffee, 920 N. Water St. Downtown employees will also receive 50% off any drinks. The World's Largest Coffee Break returns to Catalano Square on Tuesday, Aug. 19 from 9 a.m. to 10:30 a.m., highlighting coffee and bakery items from several neighboring cafes. On Wednesday, Aug. 20, 150 employees can sip on free coffee from Fiddleheads Coffee, 790 N. Water St. Downtown employees will also receive 50% off any drinks. On Thursday, Aug. 21, Colectivo will serve 150 cups of coffee to downtown employees at its U.S. Bank Center location, 777 E. Wisconsin Ave. Then on Friday, Aug. 22, Stone Creek Coffee's Factory Café, 422 N. 5<sup>th</sup> St., will provide 150 cups of free joe.

Kayaking and paddleboard excursions return on Tuesday, Aug. 19 and Thursday, Aug. 21 at Milwaukee Kayak Company's main location. Register at [www.milwaukeekayak.com](http://www.milwaukeekayak.com) to book one of three launch times (4:30 p.m., 5 p.m. or 5:30 p.m.) A \$25/person reservation fee is also required.

Central Standard Craffhouse & Kitchen will host the "I Work Downtown Happy Hour" – a downtown-wide happy hour from 4 p.m. to 6 p.m. on Tuesday, Aug. 19. Downtown employees will enjoy buy-one, get-one specials and chances to win canned cocktails and merchandise.

On Friday, Aug. 22, starting at 4:30 p.m. the first 50 employees will enjoy a free pint of beer at The Tap Yard – Schlitz Park, compliments of Schlitz Park.

Downtown Employee Appreciation Week will conclude with a closing ceremony featuring live music, games and free lunch on Friday, Aug. 22 from 11:45 a.m. to 1 p.m. in Zeidler Union Square. In addition, completed Downtown Employee Appreciation Week passports will be pulled for a prize drawing that recognizes employees who participated in three or more events. Passports must be turned in by 12:30 p.m. on Friday, Aug. 22 to a Public Service Ambassador to be eligible for the drawing.

For more information on Downtown Employee Appreciation Week 2025 and to register for events, visit [www.iworkdowntownmke.com](http://www.iworkdowntownmke.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 available at [www.milwaukeedowntown.com](http://www.milwaukeedowntown.com).