



Milwaukee Downtown, Business Improvement District #21
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FOR IMMEDIATE RELEASE

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Halloween Village returns to Baird Community Commons *Interactive displays and a giant, walkthrough pumpkin to delight families Oct. 10-31*

MILWAUKEE (October 2, 2025) – Downtown Milwaukee is the place for free, delightfully unfrightful Halloween fun! Milwaukee Downtown, BID #21 is partnering with Baird and the Wisconsin Center District to present another season of spooktacular lights.

Halloween Village presented by Baird will provide an autumn-inspired backdrop at Baird Community Commons, 400 W. Wisconsin Ave. Guests are invited to pose for pictures in the interactive figures and walk through a giant, 12-foot pumpkin. New this year, the display will feature a giant spider, group of ghost pals, and monster-sized picture frame. Other interactive lighted figures will include a ghost, scarecrow, Frankenstein, and two different witches. Halloween Village will be illuminated during daytime and nighttime hours, Oct. 10-31. The experience is free and open to the public.

Halloween Village is just one of the seasonal activations taking place at Baird Community Commons this fall. Milwaukee Downtown, BID #21's fourth annual Jack-O-Lantern Jubilee presented by Baird will also return to the corridor. Best described as a pumpkin palooza, the free, family-friendly event will occur Saturday, Oct. 25, from 11 a.m. to 2 p.m., amid the Halloween Village décor.

Upon arrival, guests will have an opportunity to select a free pumpkin from the pumpkin patch, while supplies last. Artists Working In Education will staff a decorating station where children can create silly or spooky jack-o-lanterns.

Families will also enjoy face-painting, photo opportunities with beloved characters, live entertainment and story times, fire engine exploration with the Milwaukee Fire Department, a children's book sale with Friends of Milwaukee Public Library, and more. Fall-themed vendors will offer food and beverages for purchase. Children are encouraged to attend in costume as Trick-Or-Treat goodie bags will be distributed, while supplies last.

“We look forward to activating Baird Community Commons for another fall season,” said Matt Dorner, CEO of Milwaukee Downtown, BID #21. “Thanks to the support of Baird and Wisconsin Center District, we’re not only expanding the footprint of Halloween Village and Jack-O-Lantern Jubilee, we’re also enhancing our year-round, no-cost offerings for families.”

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