



Milwaukee Downtown, Business Improvement District #21
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FOR IMMEDIATE RELEASE

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Marvel at Downtown's holiday lights aboard the Jingle Bus

Narrated tours return Friday through Sunday evenings as part of the Milwaukee Holiday Lights Festival

MILWAUKEE (December 4, 2025) – Southeastern Wisconsin residents and visitors will again have a convenient way to check out all the sights of the Milwaukee Holiday Lights Festival, presented by Johnson Financial Group. Milwaukee Downtown, BID #21, the organization behind the six-week festival, has partnered with KB Excursions to provide Jingle Bus service on select nights in December. Tours will operate Fridays through Sundays from 5 p.m. to 9 p.m., Dec. 5 – 28, from the Festival's new Warming House presented by Verizon at Red Arrow Park.

The 40-minute tour will be narrated by Milwaukee Downtown's Public Service Ambassadors who will point out Downtown landmarks and attractions, plus take riders past the Festival's four decorated parks. The four, winter wonderland scenes include: "Community Spirit Park" at Cathedral Square Park; "Santa's Celebration Square powered by We Energies" at Zeidler Union Square; "¡Felices Fiestas!" at Pere Marquette Park, and "Slice of Ice Lights" at Red Arrow Park. Wisconsin Avenue also shines brightly with a sequence of cascading chandeliers above each intersection.

Jingle Bus tickets are \$8 per person and can be purchased on-site with cash or secured online at www.milwaukeeholidaylights.com. Guests can choose their tour date and time online, with an option to participate in a Spanish tour on Sunday evenings. Riders will receive an activity guide and free cocoa and cookies, courtesy of Biggy Coffee, while they wait to board their tour.

Discounted parking for Jingle Bus riders is available at the BMO Tower garage, 771 N. Broadway, for only \$3.24, thanks to Interstate Parking. Parking validation will be provided at the Jingle Bus info station inside Red Arrow Park.

"The Milwaukee Holiday Lights Festival Jingle Bus is an annual tradition for many Milwaukee-area families," said Matt Dorner, CEO of Milwaukee Downtown, BID #21. "Through our partnerships with Biggy Coffee, Milwaukee County Parks, KB Excursions, and Verizon, we're delighted to deliver an enhanced experience at our new Warming House at Red Arrow Park."

Jingle Bus operations will be adjacent to the Slice of Ice skating rink presented by WaterStone Bank. Milwaukee County Parks will soon be announcing an opening date.

For more information on Jingle Bus tours and the Milwaukee Holiday Lights Festival presented by Johnson Financial Group, visit www.milwaukeeholidaylights.com. *Please note, the Jingle Bus does not make stops along its route and tours are weather permitting.*

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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.