



Milwaukee Downtown, Business Improvement District #21
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*** MEDIA ADVISORY ***

Downtown Milwaukee Undergoes Spring Cleaning with Super Block Cleanup by Downtown Ambassadors

WHAT: Milwaukee Downtown, BID #21's Clean Sweep Ambassadors (CSAs) are ensuring the streets of Downtown Milwaukee are sparkling clean. As part of the crew's Super Block Cleanup initiative, all 150 square blocks within the district's boundaries will undergo intensive cleaning.

The initiative includes a range of tasks, such as wiping down light poles, fire hydrants, utility boxes, parking meters, low signage, planter boxes, railings, and bike racks. The CSAs also tackle gum removal, washing, scrubbing, and vacuuming pedestrian walkways.

On Tuesday, May 6, the CSAs will target Dr. Martin Luther King Jr. Drive, between Juneau Avenue and Highland Avenue. Media are invited to photograph this spring-cleaning event from approximately 9:30 a.m. to 10:30 a.m. The Clean Sweep team will use a gum removal machine, pressure washers, scrubbers, and vacuum machines like the new electric Madvac All-Terrain Litter Vacuum LN50. The Super Block Cleanup initiative has been taking place quarterly for more than a decade, successfully transforming the Downtown area into a cleaner and more inviting space.

WHEN: Tuesday, May 6 – 9:30 a.m. to 10:30 a.m.

WHERE: West Side of Dr. Martin Luther King Jr. Drive between Juneau Avenue and Highland Avenue

VISUALS: Milwaukee Downtown BID #21's Clean Sweep Ambassadors cleaning and detailing the sidewalks and streets of downtown Milwaukee using a gum removal machine, pressure washers, scrubbers, and vacuum machines like the new electric Madvac All-Terrain Litter Vacuum LN50.

CONTACT: To arrange interviews, contact Rachel Farina at rfarina@milwaukeedowntown.com or 414-220-2700.

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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.