



Milwaukee Downtown, Business Improvement District #21

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FOR IMMEDIATE RELEASE

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Milwaukee Downtown, BID #21 announces first-ever Winter Wellness Week, January 26-30

Nearly 20 Downtown businesses to offer discounts and promotions centered around rejuvenation

MILWAUKEE (January 9, 2026) – It’s time to reset, recharge, and rejuvenate! Milwaukee Downtown, BID #21 is helping to fulfill wellness resolutions with a new event. Winter Wellness Week will feature discounts and promotions at 18 businesses in Downtown Milwaukee from Monday, Jan. 26 through Friday, Jan. 30. Business categories run the gamut from spas, salons, and fitness centers to clean eating, mental health, and career counseling.

In addition to discounts and incentives, a series of daily events ranging from yoga to a sound bath experience will also be held throughout the week. Advance registration is required for the daily programming.

“Winter Wellness Week is designed to highlight the abundance of health and wellness businesses in Downtown Milwaukee,” said Matt Dorner, CEO of Milwaukee Downtown, BID #21. “Our intent is to support the community in their wellness journeys, while also bringing additional foot traffic to our retailers and health providers.”

Participants in Winter Wellness Week include: AESTHETICS 360°, barre3 Milwaukee, East Bank Athletic & Social, Float Milwaukee, Forage Kitchen, Grassroots Salad Company, HoneyBee Sage Wellness Café, Institute of Beauty and Wellness, Mason Street Massage, Milwaukee Area Psychological Services (MAPS), Neroli Salon & Spa, Psychiatric Consultants & Therapists, Range Light Coaching and Consulting LLC, Select Pain Care, SPIRE Fitness, Sport Fit Milwaukee, Wisconsin Athletic Club – Downtown, Zero to 100 Fitness & MMA.

Winter Wellness Week will incentivize guests with a passport program. Individuals who get their passports stamped at three or more participating businesses will be eligible for a drawing that awards two guests with \$200 in wellness products and gift certificates. Passports must be turned in by 12:30 p.m. on Monday, Feb. 2 to info@milwaukeedowntown.com or dropped off at Milwaukee Downtown, BID #21, 301 W. Wisconsin Avenue, Ste. 106, Milwaukee, WI 53203.

To learn about discounts, events, and promotions occurring during Winter Wellness Week, January 26-30, 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.