



FOR IMMEDIATE RELEASE

10/23/2023

Special Halloween Edition of Black Cat Alley Sound SYSTEM DJ Series

Milwaukee, WI – After 2 successful events in August and September, The East Side Business Improvement District (BID #20) is excited to announce that the Sound System DJ Series will be returning to Black Cat Alley for a very special Halloween themed edition on Saturday, October 28th. The tunes will kick off in the alley at 7pm with DJs Asher Gray and Greyhound playing underground house and techno until 11pm. Dress your best for a chance to win SYSTEM Seltzers for a year + other gift card prizes from event partners and Crossroads Collective.

This free event is presented by Crossroads Collective, System Seltzers and Club Ritual.

Alongside music and dancing, attendees will find refreshments from the Crossroads Collective outdoor bar featuring an array of beverages including SYSTEM Seltzer, Red Bull, Jägermeister, Teramana, Pabst Blue Ribbon, and Absolut Vodka as well as non-alcoholic beverages and light snacks.

CLUB RITUAL was founded in 2016 by Asher Gray and has become a pulsating heart of Milwaukee's House music and Techno scene. With the addition of Greyhound in 2021, Club Ritual expanded its horizons to embrace diverse talents from around the world, while remaining rooted in its local essence.

SYSTEM SELTZERS is a Milwaukee-based seltzer company, leading the industry with The First Inclusive Drinking System™ that includes three different alcohol options of 0%, 5% and 8% ABVs. The liquid is crisp, refreshing, low carb, low sugar, naturally gluten free, low in carbonation and built by local Brew Master Randy Hughes (former brew master, *City Brewery*.) www.systemseltzers.com @systemseltzers