



FOR IMMEDIATE RELEASE

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Summer Soulstice Music Festival Date Set for 2023

Milwaukee, WI – The East Side Business Improvement District “ESBID,” a partner in the City’s efforts to develop and support strong businesses and the community on the East Side of Milwaukee District (“BID”) announced it is planning to hold its Summer Soulstice Music Festival on Saturday, June 17th. According to the East Side’s Executive Director, David Smulyan, last year’s event, the first since 2019, was by all accounts a huge success. The weather was in the low 60s, there were over 40 retail and arts and craft vendors, and 14 amazing bands on two stages. Thousands of festival goers came to the vibrant East Side to listen to the music, sample the food, and visit the nearby businesses.

Mr. Smulyan made the announcement saying, “We are currently planning for 2023 and working hard to make Milwaukee’s largest free music festival even better than last year! Our musical talent booking agent, Jayk Burczyk, has been talking to an amazing array of bands and is excited about the possibilities for this year.” Mr. Burczyk stated, “I’m in the middle of assembling the line-up and am targeting a late April announcement of the bands that will be performing at the festival. We are fortunate that there is such a sizable pool of incredible musicians in the Greater Milwaukee and surrounding areas.”

The footprint will be similar to last year, with activities on E. Kenilworth Pl. and Ivanhoe Pl. and in Black Cat Alley. Additionally, Mr. Smulyan stated that he is working on the possibility of utilizing N. Farwell between North Ave. and E. Kenilworth Pl. The Special Event Permit is currently being reviewed by the City and County of Milwaukee. Three stages are currently planned, along with a full day of DJs and dancing in Black Cat Alley. One of the stages will be dedicated to smaller musical acts and possibly some other forms of entertainment.

Mr. Smulyan emphasized that the festival will continue to offer a variety of variety of food, retail, and arts and craft vendors, along with some activities such as rock climbing.

Some of the early sponsors announced are Beer Capitol (Blue Moon), Capitol-Husting, Red Bull, Educators Credit Union, Gruber Law Offices, and Ian’s Pizza.

Please visit the brand new Summer Soulstice website for information on vendor applications, sponsorship opportunities, volunteer opportunities and ongoing updates in the coming months.

<http://www.summersoulsticemke.com>

For more information or interviews, please contact David Smulyan at 414-379-4996 or director@theeastside.org.