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## **Milwaukee Holiday Lights Festival welcomes Mickey Mouse on Nov. 17**

*Meet and greet at Milwaukee County Historical Society to kick off holiday festivities*

MILWAUKEE, Wis. – The Milwaukee Holiday Lights Festival will kick off its 13<sup>th</sup> season with an exclusive appearance by Mickey Mouse on Nov. 17 at the Milwaukee County Historical Society, 910 N. Old World Third St., in Pere Marquette Park. Radio Disney AM 1640, part of the #1 radio network for kids, tweens and families, will distribute 450 wristbands beginning at 2:30 p.m. Wristband recipients will have the opportunity to meet Mickey Mouse and snap a photo. Everyone meeting Mickey Mouse, including moms and dads, must have a wristband. The meet and greet will take place from 3:00 p.m. to 5:30 p.m. and include dancing and singing from the Radio Disney Road Crew.

Following the meet and greet, the Milwaukee Holiday Lights Festival Kick-Off Extravaganza will light up the night with a ceremony in Pere Marquette Park. As the official start of Milwaukee's holiday season, the night includes a festive family fashion show at 5:30 p.m. and a holiday variety show complete with fireworks at 6:00 p.m. This year's cast includes Castle of the Arts, Danceworks, Christopher's Project, Santa Claus, Pius XI High School's Madrigal Choir, Mickey Mouse and more.

After the ceremonial switch-flipping, fest-goers are invited to tour downtown Milwaukee's sights with free Jingle Bus rides. Lighted scenes include "Community Spirit Park" at Cathedral Square Park, "Holiday Sweet Treats" at Pere Marquette Park and "Let Us Entertain You" at Zeidler Union Square. The Milwaukee Holiday Lights Festival will continue to illuminate downtown streets and parks through Jan. 1, 2012.

For more information on the Mickey Mouse Meet & Greet, visit [www.RadioDisney.com/milwaukee](http://www.RadioDisney.com/milwaukee). Entertainment may be subject to change without notice. Additional details on the Milwaukee Holiday Lights Festival can be found at [www.MilwaukeeHolidayLights.com](http://www.MilwaukeeHolidayLights.com) or by calling 414.220.4700.

*To obtain images of the Milwaukee Holiday Lights Festival or arrange interviews, contact Rachel Wezek at 414.224.9424 or [Rachel@ebadvertising.com](mailto:Rachel@ebadvertising.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 120 square blocks representing approximately 400 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe and friendly downtown.