

MILWAUKEE DOWNTOWN, BID #21 PRESENTS



WINTER WELLNESS WEEK



January 26 – 30, 2026

Downtown Milwaukee



milwaukee downtown.com





WINTER WELLNESS WEEK



January 26 – 30, 2026

It's time to reset, recharge, and rejuvenate! Milwaukee Downtown, BID #21 is helping to fulfill wellness resolutions with its first-ever Winter Wellness Week. Explore nearly 20 businesses offering incentives throughout the week or participate in the daily programming. All events and promotions are designed to set your wellness journey on a fresh course!

PASSPORT PROGRAM

Participants of Winter Wellness Week will be incentivized to visit multiple businesses. Individuals who get their passports stamped at three or more participating retailers will be eligible for a drawing that awards two guests with \$200 in wellness products and gift certificates. Download your passport at www.milwaukeedowntown.com/bid-events/winter-wellness-week. Passports must be turned in by 12:30pm on Monday, February 2 to info@milwaukeedowntown.com or dropped off at Milwaukee Downtown, BID #21, 301 W. Wisconsin Avenue, Suite 106, Milwaukee, WI 53203.

Milwaukee Downtown, BID #21
301 W. Wisconsin Avenue, Suite 106
Milwaukee, WI 53203
milwaukeedowntown.com



DAILY EVENTS

MONDAY, JANUARY 26

Yoga with Cathy

7pm to 8pm – Wisconsin Athletic Club (Downtown)
411 E. Wisconsin Avenue, Suite 600

Enjoy a complimentary yoga session with instructor Cathy Stadler in the WAC's Lotus Studio. Registration required. Register at www.milwaueedowntown.com/bid-events/winter-wellness-week to reserve your spot or use the QR code to the right. All participants are required to bring a photo ID and sign a waiver at the front desk prior to class. Please arrive 10 minutes before class to get checked in. Capacity for this class is 22 participants.



TUESDAY, JANUARY 27

Focus and Follow Through: Skills to Improve Focus and Reduce Procrastination

Noon to 1pm – Psychiatric Consultants & Therapists
229 E. Wisconsin Avenue, Suite 600

This session will include brief psychoeducation, guided discussion, and introduce skills related to improving focus and reducing procrastination. Participants will explore how attention, motivation, and executive functioning impact task initiation. Participants will leave with practical skills to implement into their daily lives. Hosted by Hadley Rains, LPC-IT. Email hrains@pcandt.com to indicate your interest in attending

Professional Wellness Webinars

Noon to 1pm (Career Strategy) and 5pm to 6pm
(Goal Setting)

Virtual

Range Light Coaching and Consulting LLC is hosting two webinars with Career Development Coach Kathleen Romaine, ACC that focus on steps you can take to achieve better alignment between who you are and what you do. Register at www.milwaueedowntown.com/bid-events/winter-wellness-week or use the QR code to the right.



WEDNESDAY, JANUARY 28

Yoga with Mark Jasso

7am to 8am – Milwaukee Public Market
400 N. Water Street, 2nd Level Palm Garden

Join certified yoga instructor Mark Jasso at Milwaukee Public Market's 2nd level Palm Garden for a free, one-hour gentle flow yoga class rooted in the Kripalu tradition. This slow, mindful practice emphasizes breath awareness, thoughtful movement, and ease in the body, with subtle vinyasa elements woven throughout.

Class will include plenty of warm-ups, intentional breathing, and longer-held asanas to support strength, flexibility, and relaxation, all culminating in an extended, restorative shavasana. This class is open to all levels and is ideal for anyone looking to slow down, reconnect, and move with intention. Register at www.milwaueedowntown.com/bid-events/winter-wellness-week to reserve your spot or use the QR code to the right. *Please note: yoga mats are not provided.*



barre3 Signature 45

6:45pm to 7:30pm – barre3 Milwaukee
225 N. Water Street

Join barre3 Milwaukee for an efficient and effective barre3 signature workout, combining strength, cardio, and mindfulness all into 45 minutes. You'll experience a balanced workout guided by expert instructors, providing modifications every step of the way for you to feel successful and empowered. Register at www.milwaueedowntown.com/bid-events/winter-wellness-week to reserve your spot or use the QR code to the right. Purchase your discounted \$10 class credit, then register for the session.



THURSDAY, JANUARY 29

What's Nourishing Next Sound Bath

Noon to 1pm – Mason Street Massage
759 N. Milwaukee Street, Suite 410

Start 2026 by giving yourself soft space to be held by a sound bath with guided meditation. This meditative state helps you identify the most nourishing aspects of your life and what, if anything, you'd like to add to those aspects as you move forward in a new year. Calming your nervous system is a deeply beneficial practice for lymphatic and immune health. Come as you are! During the class, you will comfortably lay on yoga mats with blankets and bolsters. Register at www.milwaueedowntown.com/bid-events/winter-wellness-week to reserve your spot or use the QR code to the right.



Sound Bath Experience

5:30pm to 7pm – Neroli Salon & Spa
327 E. St. Paul Avenue, 4th Floor

Slow down and reset with Neroli's Healing Sound Bath experience. This immersive session uses soothing sound frequencies to help calm the nervous system, release stress, and restore balance—perfect for grounding yourself during the winter season. Guests will be guided into deep relaxation as sound vibrations promote mental clarity, emotional release, and overall well-being. Enrollment is \$25 per person, with payment taken at the time of registration. Space is limited. Please note that all registrations are non-refundable, and no refunds will be issued if a guest is unable to attend. Register at www.milwaueedowntown.com/bid-events/winter-wellness-week to reserve your spot or use the QR code to the right.



Wellness Week Self-Defense

6pm to 7pm – Zero to 100 Fitness & MMA
706 N. 26th Street

Join us for a community self-defense course designed for our Near Westside partners and neighbors. This class blends mixed martial arts principles modified specifically for real-world self-defense—safe, practical, and accessible. This course is open to all genders, ages, and experience levels. No prior training needed. Our coaches will cover: situational awareness & personal safety; basic strikes, clinch control, and escapes; confidence, movement, and stress management; fitness, wellness, and empowerment through training. Register at www.milwaueedowntown.com/bid-events/winter-wellness-week or use the QR code to the right.



FRIDAY, JANUARY 30

Beating the Winter Blues: Practical Tools to Boost Mood and Energy

Noon to 1pm – Milwaukee Area Psychological
Services

759 N. Milwaukee Street, Suite 414

This hands-on workshop offers science-informed strategies to help you lift your mood, restore energy, and stay emotionally balanced during the winter months. Through guided exercises, reflection, and interactive practices, participants will learn tools they can use immediately to reduce sluggishness, increase motivation, and strengthen resilience. You can expect to leave feeling more hopeful and equipped with personalized strategies to support your well-being throughout the season. Hosted by Madeleine Doelker Berlin (Wildflower Counseling) and Leslie Skaistis (Milwaukee Area Psychological Services).

How to Register: These workshops are free, but space is limited. Scan the QR code above and use the "send us a message" function to reserve your spot. Simply include your name, email address, number of spots you would like to reserve.



Broadway Skates!

5pm to 8pm – Red Arrow Park's Slice of Ice Rink

'Tis the season for Slice of Ice and celebrating all that the Milwaukee Theater District has to offer! Guests will enjoy free skate rentals courtesy of WaterStone Bank, a Broadway performance by Ice Theater MKE, face painting, giveaways, and much more! Attendees will also be able to register for their chance to win complimentary tickets to KIMBERLY AKIMBO, coming to the Marcus Performing Arts Center, February 17-22, 2026.

DISCOUNTS & INCENTIVES

FITNESS STUDIOS & GYMS

barre3 Milwaukee

225 N. Water Street
414-488-9555
online.barre3.com/studio-locations/milwaukee

Enjoy a \$99 First Month Unlimited Membership.

HOURS: Monday – Wednesday: 5:15am to 7pm, Thursday: 5:15am to 7:30pm, Friday: 5:15am to 1pm, Saturday: 7:30am to 11am, Sunday: 8:30am to 11am

East Bank Athletic & Social

731 N. Water Street, M100
414-312-7582
eastbankathleticsocial.com

\$49 joining fee waived on memberships, plus extended trial entry from 1/26 – 1/30 for participants 18+ when guests show the Winter Wellness Week Passport and a photo ID.

HOURS: Monday – Friday: 5am to 9pm, Saturday & Sunday: 7am to 6pm

SPIRE Fitness

102 N. Water Street
414-219-9118
spire-fitness.com

Enjoy \$15 registration on single classes.

CLASSES: Monday – Thursday: 5:30am, 6:30am, 4:30pm, 5:30pm & 6:30pm, Friday: 5:30am, 6:30am & Noon, Saturday & Sunday: 8:30am & 9:30am

Sport Fit Milwaukee

1134 N. Jackson Street
414-326-0091
sportfitmke.com

One-week unlimited pass or free drop-in class during the week.

HOURS: Monday – Friday: 5am to 6am and 5:15pm to 7:15pm



Wisconsin Athletic Club – Downtown

411 E. Wisconsin Avenue, Suite 600
414-212-2000
thewac.com

Free one-day guest pass with photo ID.

HOURS: Monday – Thursday: 5am to 9pm, Friday: 5am to 8pm, Saturday & Sunday: 7am to 6pm

Zero to 100 Fitness & MMA

706 N. 26th Street
414-522-1275
zeroto100fit.com

Enjoy a \$25 week pass. Register at bit.ly/3Nbnf6X.

HOURS: 5pm to 8pm, Monday: 6pm fitness kickboxing, Tuesday: 6pm circuit training, Wednesday: 6pm kettlebells and Bokken, Thursday: 6pm self-defense, Friday: 6pm fit bootcamp

HEALTHY EATING

Forage Kitchen

Milwaukee Public Market
400 N. Water Street
414-616-1326
eatforage.com

20% off orders placed between 1/26 – 1/30.

HOURS: Monday – Saturday: 10am to 8pm, Sunday: 10am to 6pm

Grassroots Salad Company

607 N. Water Street
414-249-4464
ieatgrassroots.com

BOGO 50% off any menu item (discount taken off lesser value item) orders placed between 1/26 – 1/30.

HOURS: Monday – Friday: 8am to 4pm, Saturday: 11am to 3pm, Sunday: Closed

HoneyBee Sage Wellness Café

207 E. Buffalo Street, Suite 104
414-882-9899
honeybeesage.com

Free cup of tea when you purchase a retail bag of HoneyBee Sage Loose Leaf Tea.

HOURS: Monday: Closed, Tuesday – Friday: 10am to 5pm



SPAS & SALONS

AESTHETICS 360°

233 N. Water Street, Suite 200
414-210-4073
a360mke.com

Save \$75 off any treatment valued at \$250 or more.

HOURS: Monday: 9am to 5pm, Tuesday: 10am to 6pm, Wednesday: 10am to 7pm, Thursday: 11am to 7pm, Friday: 9am to 4pm

Float Milwaukee

211 W. Freshwater Way
414-273-7258
floatmilwaukee.com

Dry January Wellness Package (Two RoXiva + Two NovaTHOR sessions for \$109) and Annual Memberships (12-month commitment: \$50 for one per month, \$99 for two per month)

HOURS: Monday: 9am to 5pm, Tuesday & Wednesday: 9am to 8pm, Thursday: 9am to 5pm, Friday – Sunday: 9am to 8pm

The Institute of Beauty and Wellness

327 E. St. Paul Avenue
414-227-2889
ibw.edu

Enjoy a complimentary haircut with any color service. Promo applies to appointments 1/26 – 1/30 and until the end of Feb if the appointment is booked during Winter Wellness Week.

HOURS: Monday – Thursday: 9am to 9pm, Friday: 9am to 4pm, Saturday & Sunday: Closed

Mason Street Massage

759 N. Milwaukee Street, Suite 410
414-376-7610
masonstreetmassage.com

Save \$75 on any Lymphatic massages, Facials, or Head Spa services. When booking, use code 26WDBID.

HOURS: Tuesday – Thursday: 11am to 7pm, alternating Fridays 11am to 4pm

Neroli Salon & Spa

327 E. St. Paul Avenue
414-227-2888
nerolisalonspa.com

Enjoy a complimentary cupping upgrade to any facial or massage. Promo applies to appointments 1/26 – 1/30 and until the end of Feb if the appointment is booked during Winter Wellness Week.

HOURS: Monday – Thursday: 9am to 9pm, Friday: 9am to 5pm, Saturday: 8am to 4pm, Sunday: 9am to 5pm



HEALTH & WELLNESS PROVIDERS

Milwaukee Area Psychological Services (MAPS)

759 N. Milwaukee Street, Suite 414
414-269-8660
MAPSwisc.com

Turning Pages and Turning Inward: a curated list of the best new mental health and personal growth books, perfect for cozy winter reading.

HOURS: Monday – Friday: 9am to 6pm

Psychiatric Consultants & Therapists

229 E. Wisconsin Avenue, Suite 600
414-224-3737
pcandt.com

Free 60-minute group session on improving attention and tips for reducing procrastination.

HOURS: Monday – Friday: 8am to 4:30pm (can be open outside of business hours to host groups)

Range Light Coaching and Consulting LLC

414-253-0142
rangelightcoaching.com/contact

Complimentary career wellness check; complimentary career coaching session (first 25 individuals to sign up); plus 25% off career coaching.

HOURS: Monday – Friday: 10am to 6pm

Select Pain Care

759 N. Milwaukee Street, Suite 520
414-939-5045
selectpaincare.com

Receive 50% off consultations when booked by phone or in person during Winter Wellness Week. Appointments booked under this promotion may be scheduled anytime through February 2026.

HOURS: Monday – Wednesday: 1pm to 7pm, Thursday: 7am to 1pm, Friday – Sunday: Closed