

MILWAUKEE DOWNTOWN, BID #21 PRESENTS



# WINTER WELLNESS WEEK



January 26 – 30, 2026

Downtown Milwaukee



[milwaukeedowntown.com](http://milwaukeedowntown.com)





# WINTER WELLNESS WEEK

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## 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](http://www.milwaukeedowntown.com/bid-events/winter-wellness-week). Passports must be turned in by 12:30pm on Monday, February 2 to [info@milwaukeedowntown.com](mailto:info@milwaukeedowntown.com) or dropped off at Milwaukee Downtown, BID #21, 301 W. Wisconsin Avenue, Suite 106, Milwaukee, WI 53203.

Milwaukee Downtown, BID #21  
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Milwaukee, WI 53203  
[milwaukeedowntown.com](http://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.milwaukeedowntown.com/bid-events/winter-wellness-week](http://www.milwaukeedowntown.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](mailto: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.milwaukeedowntown.com/bid-events/winter-wellness-week](http://www.milwaukeedowntown.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.milwaukeedowntown.com/bid-events/winter-wellness-week](http://www.milwaukeedowntown.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.milwaukeedowntown.com/bid-events/winter-wellness-week](http://www.milwaukeedowntown.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.milwaukeedowntown.com/bid-events/winter-wellness-week](http://www.milwaukeedowntown.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.milwaukeedowntown.com/bid-events/winter-wellness-week](http://www.milwaukeedowntown.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.milwaukeedowntown.com/bid-events/winter-wellness-week](http://www.milwaukeedowntown.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 Skaitis (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](http://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](http://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](http://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

[sportftmk.com](http://sportftmk.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](http://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

[zerotol00fit.com](http://zerotol00fit.com)

Enjoy a \$25 week pass. Register at  
[bit.ly/3Nnbfx6](http://bit.ly/3Nnbfx6).

**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](http://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

[eatgrassroots.com](http://eatgrassroots.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](http://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](http://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](http://floatmilwaukee.com)

Dry January Wellness Package (Two  
RoXiva + Two NovoTHOR 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](http://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](http://masonstreetmassage.com)

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

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

### Neroli Salon & Spa

327 E. St. Paul Avenue

414-227-2888

[nerolisalonspa.com](http://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](http://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](http://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](http://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](http://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