



Brady St. BID #11

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EMBARGO UNTIL 9am JUNE 20

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BRADY STREET FESTIVAL ANNOUNCES 2023 ENTERTAINMENT LINE-UP

Milwaukee, WI – The Brady Street Business Improvement District (BID #11) will host the Brady Street Festival Saturday, July 29, 12 p.m. to 11 p.m. The Festival takes place on Brady Street from Van Buren Street to Farwell Avenue. This year's musical lineup will feature an eclectic blend of local acts playing on three outdoor stages and two new indoor stages. In between performances, there will be a wide variety of all-local food to enjoy, a large selection of beverages on hand, and an abundance of local retail vendor booths to browse.

Headlining

This year's headliners are a mix of Brady Street favorites like the annual **Brady Street Babes** drag show, one of Milwaukee's most beloved acts, and a long-awaited homecoming performance from an up-and-coming project with local ties. Incomparable singer, rapper, and producer **Klassik** will take the Center Stage sponsored by North Shore Bank—celebrating 100 years of service!—at 9:30 p.m. New York (by way of Milwaukee) powerhouse **Abby Jeanne** will then bring her band back with her to close out the festival in grand fashion on the Bud Light East Stage from 10-11 p.m..

Early Day

Start the day off right! At noon on the west end of Brady, partake in **Dog Yoga** at the Smirnoff & Bacardi West Stage. **Peter Thomas** will start things off on the Center Stage at noon and **Kids Boogie Down** will activate the East Stage early on as well. Speaking of kids, **Friend Like Me**—a Milwaukee based party and events service—will bring entertainment to a Fun Zone area located behind the Center Stage with free superhero and princess photo ops for festival goers of all ages and youth-focused craft activities from 12-5 p.m. After the characters depart, the **SAINTS** dance troupe will bring its captivating high-energy choreography to the new Center Stage-adjacent Fun Zone.

New Stages

Also new to this year's Brady Street Festival is the addition of two indoor stages. The Nashville North Stage will bring four acts—including **Hannah Simone with Elly Bird, Maddie Jo duo, Wapatui**, and headliner **Joe Wray**—to the Nashville North Stage between 11 a.m. and 10 p.m. Meanwhile, Lilliput Records will make its festival presence known with “The Lillipad” (sponsored by Top Note Award-Winning Sparkling Mixers) that will offer afternoon and early evening performances by **Grey Genius**, Okay Omen, **Emmitt James**, and headliner **Bug Moment** on a stage in the rear of the record store.

Afternoon/Evening

Throughout the day, enjoy a stroll around the event grounds and take in a diverse and altogether impressive blend of Milwaukee's finest bands. Don't miss the festival-suited Americana of **Listening Party** and **Zach Pietrini**, burgeoning Brew City indie acts like **Diet Lite** and **Moonglow**, jazz-tinted tunes by **The Erotic Adventures Of The Static Chicken** and **The Steph Lippert Project**, R&B and hip-hop offerings by **Ms. Lotus Fanhk** and **Sypher Lady X**, and much more. Beyond the music, the **Adventure Rock Wall** presented by Gruber Law Offices is always a thrill, and don't forget to check out the **Casablanca Rumble Pro Wrestling** ring as well.

Brady Street Festival is sponsored by Bud Light, Smirnoff, Bacardi, North Shore Bank, Gruber Law Offices, Top Note, Nashville North, Friend Like Me, and our official media sponsor, Milwaukee Record.

For more information visit www.bradystreet.org.

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Image: Brady St Festival 2023 poster

Photos: 2022 Brady St Festival Vendor, Food, Music

Photo credit: Brady Street BID

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