



## FESTIVAL OVERVIEW

### FESTIVAL PAST, PRESENT, AND FUTURE

Inspired by Mayor Henry Maier’s vision of a festival for all, Summerfest continues to bring people from around the community, and around the world, together for 11 days of music, food, and fun. Over 50 years since its inception, the festival has grown immensely to become known as the “World’s Largest Music Festival.”

Throughout the longstanding tradition of Summerfest, the festival has seen music’s hottest acts alongside the industry’s biggest icons. Similarly, the American Family Amphitheater has captivated fans since 1987, featuring superstars and historic acts such as The Rolling Stones, Paul McCartney, The Beach Boys, Prince, Bruno Mars, Lady Gaga, Whitney Houston, Tom Petty, Metallica, Pearl Jam, and The Eagles, to name a few.

Summerfest truly has something for everyone throughout the 75-acre festival grounds. With exciting lineups filled with music spanning across nearly every genre, shows for the whole family to enjoy, new food and beverages options, and eclectic shopping experiences, Summerfest has something for every fan to enjoy. New this year, various food and beverages, shows, and activities for all ages, including free kayaking, stand-up paddleboarding (SUP), and boat rides at The Summerfest Landing!

The historic nature of the festival is coupled with Summerfest’s constant drive to improve Henry Maier Festival Park. This year, a new reimagined Uline Warehouse Stage on the north end will enhance the live music experience for festival-goers. It features natural, locally-sources materials, which integrate the stage into the area’s lake-side setting. Additionally, the stage now accommodates larger crowds with its expanded footprint and features a new video screen, expanded production capabilities, including lighting and sound, an elevated VIP area with a bar and restroom, new ADA viewing area with easier access and better sightlines, a festival services area for wheelchair and stroller rentals, and a new permanent bar area.

The new Uline Warehouse Stage represents an extensive effort to renovate the north end of Henry Maier Festival Park, including major developments introduced during 2018 - North Gate and Community Plaza, U.S. Cellular Connection Stage, and Klement’s Sausage & Beer Garden.

On the other side of the Summerfest, fans will be amazed by the latest updates being made at the American Insurance Family Amphitheater. This summer, a portion of the Amphitheater roof will stand at a staggering 65 feet, almost twice its previous height! The backstage area has also been rebuilt, and features new artist amenities including 19 state-of-the-art dressing rooms, production spaces, catering and dining facilities, and an expanded loading dock space for semi and tour bus parking.

The second phase of work on the American Family Insurance Amphitheater will begin immediately after Summerfest 2019. Phase 2 is packed with exciting additions for music fans, such as new concourses, new restrooms, new seating, additional hospitality areas, and increased food and beverage options. The revamped Amphitheater will make its grand opening debut during Summerfest 2020.

Over five decades after its inaugural festival in 1968, Summerfest holds true to Mayor Henry Maier's initial vision of a festival for all. Offering daily free or discounted admission promotions, Summerfest is one of the most accessible and affordable festivals in the world for fans in the community and beyond. The festival offers unique food and beverage options, eclectic shopping experiences, and an exceptionally diverse entertainment line-up, welcoming all to the iconic Summerfest grounds. Summerfest's roots grow deep in the city and the festival is proud of its heritage as Milwaukee's signature celebration of summer.

### **2019 AMERICAN FAMILY INSURANCE AMPHITHEATER HEADLINERS:**

- (6/26) Thomas Rhett with special guests Dustin Lynch and Russell Dickerson
- (6/27) The Outlaw Music Festival
- (6/28) Jason Aldean with special guests Kane Brown, Carly Pearce, and Dee Jay Silver
- (6/29) Bon Iver with special guests Lord Huron and Julien Baker
- (6/30) Zac Brown Band with special guest Drake White
- (7/2) Lionel Richie with special guest Michael McDonald
- (7/3) Jennifer Lopez
- (7/4) TBA
- (7/5) The Killers with special guest Death Cab for Cutie
- (7/6) Billie Eilish with special guest Finneas
- (7/7) Snoop Dogg, Lil Wayne, and ScHoolboy Q

### **DATES AND TIMES**

- June 26 - June 30 / July 2 - 7, 2019
- Festival Hours: noon - midnight (daily)

### **SUMMERFEST TICKETS**

- Adults and Children over 10:
  - Weekday Admission Ticket (valid Tuesday - Friday prior to 4:00 pm): \$15
  - General Admission Ticket (valid anytime, including evenings and weekends): \$23
- Seniors (60 and over): \$10
- Children (10 and under): \$10
- Infants (2 and under): FREE
- U.S. Cellular® 3-Day Pass: \$57 (\$69 value)
  - 3-Day Passes are valid for one admission per day on any 3 days of Summerfest and are non-transferable.
- U.S. Cellular® Power Pass (while supplies last): \$120 (\$253 value)
  - Power Passes are valid for one admission per day every day of Summerfest and are non-transferable.

## SECURITY POLICIES

Please keep the following security policies in mind as you plan your visit to Summerfest:

- All visitors and employees should be prepared to comply with metal detection and other security screening requirements before entering the Summerfest grounds.
- **No bags larger than 9”x10”x12” or backpacks of ANY size, will be permitted on the grounds and they, along with any other prohibited items, will not be checked at guest services. All bags that adhere to the bag policy will be searched upon entering.**
- There will be designated screening lanes at each gate for patrons who do not have a bag.
- A patron may not enter or remain on the grounds while concealing or openly carrying any knife or firearm. Failure to comply with this notice will result in immediate ejection from the festival.

Visit [Summerfest.com](http://Summerfest.com) for a complete list of prohibited items and admission information

## FEST FACTS

- Established in 1968
- Recognized as “The World’s Largest Music Festival”
- Milwaukee’s cornerstone summer celebration
- Hosts music industry’s hottest stars, emerging talent, and local favorites
- Approximately 850,000 yearly attendants
- Over 1,000 performances
- 12 stages
- Delectable food and beverages available
- World-class festival setting

## MEDIA CONTACT INFORMATION

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