
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

June 2, 2011

Ald. Terry L. Witkowski
(414) 731-0472

MEDIA ADVISORY

Grand Opening Ceremonies for U.S. Historic Route 41 TODAY

Alderman Witkowski to host renaming event on S. 27th St.

Alderman Terry Witkowski will join **Mayor Barrett, Greenfield Mayor Michael Neitzke** and **State Representative Josh Zepnick** this morning to celebrate the grand opening of the newly streetscaped and improved S. 27th St. corridor. The area has been renamed for its historic routes and new U.S. Historic Route 41 signage will be displayed.

The area's Business Improvement Districts will also be showcasing weekend events related to the stretch of classic highway, and speakers at the news event will cruise in classic cars at the end of the press gathering.

"This is the longest continuous commercial shopping area in the city and we are showcasing the collaboration that gave it a facelift," Alderman Witkowski said. "A number of regional partnerships have helped to support the economic vitality of this area and the new look and feel of the highway only adds to the improvements."

WHAT: News Conference/Ribbon Cutting

WHEN: 10:00 a.m. TODAY, June 2, 2011

WHERE: Western corner of S. 27th St. and W. Mangold Ave., parking at Braeger Chevrolet

-30-