
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

August 17, 2007

Ald. Joe Davis, Sr.
(414) 286-3787

Midtown Center Back To School Event To
Include Alderman Davis
*Ald. Joe Davis Will Be Part of 2nd Annual "Back to School Bash"
Tomorrow at Midtown Center*

Ald. Joe Davis, Sr. will join hundreds of young people Saturday during the second annual student-led Back to School Bash at Midtown Center.

The event will be held from 12 noon to 3 p.m. tomorrow (Saturday, August 18, 2007) in front of the Pick 'n Save store at Midtown Center, located north and west of W. Fond du Lac Ave. and W. Capitol Dr. The event is free and open to the public.

The event will abound with good visual opportunities, and media coverage is invited.

Developed by local students, the Back to School Bash will feature a back-to-school fashion show choreographed by Teen Approach Youth. Members of the Boys and Girls Club of Greater Milwaukee at John Marshall High School designed the backdrop of the fashion show and students will film the show. The W.E.B. Du Bois High School choir will provide musical entertainment during the show, and back-to-school inspired games and prizes will be held following the show. Alderman Davis and members of Teen Approach will emcee the event.

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Back to School Bash On Saturday/ADD ONE

The Back to School Bash wraps up Midtown Center's "Star-Studded Summer" star readers program. In June, the nine-week reading program began, allowing children to earn prizes from Applebee's and Pizza Hut when they completed the number of minutes required for their age every three weeks. The final three weeks of the program rewards star readers with a free backpack full of school supplies when they submit their reading charts at the Back to School Bash.

"It's great to see these kids getting excited about reading, and I commend Midtown Center's owner – Inland Western Retail Real Estate Trust, Inc. – and all of the great sponsors who've stepped up to provide this incredibly positive event for the children," said Ald. Davis, whose 2nd Aldermanic District includes Midtown Center.

-30-