



September 16, 2015

Ald. Milele A. Coggs
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Riverworks Week kicks off tonight, promoting northeast business success

Building off the success of neighborhood, business and industry revitalization efforts, Milwaukee's **Riverworks** business improvement district will celebrate **Riverworks Week** with a series of events starting this evening.

"The Riverwest and Harambee neighborhoods feel the benefits of Riverworks every day," **Alderman Milele A. Coggs** said. "But Riverworks Week is a wonderful opportunity to celebrate the creative entrepreneurship that makes this area uniquely 'Milwaukee,' helping these neighborhoods reshape themselves in the new economy."

The headline event of the week kicks off tonight from 6:30 to 10:00 p.m. during "Maker Night" at the Goat Palace, as nine entrepreneurs pitch their business ideas to a panel of judges in the "Dolphin Pool." The reality TV-themed contest offers a business startup package as its top prize. Judges will choose three finalists, who will make more in-depth presentations during Saturday's Medina Market and Block Party.

Other events include:

- **Wednesday, 7:00 p.m. at the Goat Palace:** Brooklyn craft entrepreneur Jessica Banks's keynote speech.
- **Thursday, 4:00 to 7:30 p.m. at Estabrook Park Beer Garden:** North Coast Summit, networking with local business and community leaders.
- **Friday, 4:30 to 9:00 p.m. 3601 N. Richards St:** Celebration on the Beerline X, a formal unveiling of the new trail extension.
- **Saturday, 10:00 a.m. to 6:00 p.m. on Fratney Street:** Open air market, demonstrations and tours in the creative district.

Visit riverworksmke.org/week for more info and a full schedule of events.