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**JOSÉ G. PÉREZ**  
ALDERMAN, 12TH DISTRICT

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- National League of Cities
- Walker's Point Association
- Walker Square Neighborhood Association
- Kinnickinnic River Neighborhood Association

## **Ad mocking Bradley Tech students was vile**

### **Statement from Alderman José G. Pérez November 18, 2016**

The recent ad for Sabbatic bar in Walker's Point that used repugnant and unfounded references to Bradley Tech students has drawn strong rebukes from various sectors across Milwaukee. My strong denunciation of the ad was carried in an earlier version of an article about the controversy that appeared in a piece from the *Milwaukee Journal Sentinel*, but that version is no longer available.

The magazine's founders and publishers have since apologized and said the ad should never have appeared.

I agree – the ad was repulsive and vile. What's worse, I believe that it demeaned the truly talented and dedicated students at Bradley Tech, and it certainly does not reflect the vibrancy and spirit of the neighborhood.

Ads like that belong in the recycling bin, and not on the pages of published magazines.

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