
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

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MKE Plays site groundbreaking event on near south side

Potawatomi help bring Witkowiak Park upgrade to fruition

The **MKE Plays** initiative will break ground on a new playground transformation during a special groundbreaking event **TOMORROW (Friday, June 23)** at **Witkowiak Park**, 1648 S. 4th St.

Friday's groundbreaking will start at **10:30 a.m.** and will include **Alderman Michael J. Murphy, Rodney Ferguson**, Potawatomi Hotel & Casino's chief operating officer and **Joe Kaltenberg**, MKE Plays program coordinator. **Media coverage is invited.**

The planned rebuild of the Witkowiak Park playground will be made possible by a \$100,000 gift from **Potawatomi Hotel and Casino's** signature community charitable program, *Heart of Canal Street*. The donation was raised late last year through Potawatomi Casino's *Canal Street* bingo game.

Alderman Murphy, who created MKE Plays in 2015, said the Witkowiak Park playground was last renovated in 1998 and will be unrecognizable when the MKE Plays transformation is completed late this year. "This project will provide the kind of playground that the children and families in the neighborhood truly deserve," he said.

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MKE Plays groundbreaking/ADD ONE

“The Forest County Potawatomi have been incredibly generous to Milwaukee over the years, and this wonderful gift of a new playground for the children of the near south side is just one recent example,” Alderman Murphy said. “The new and improved Witkowiak Park playground will be a valuable community and neighborhood asset for all to enjoy for many years.”

The park is located in the 12th Aldermanic District, and 12th District **Alderman José G. Pérez** said he is also grateful for the strong partnership and deep generosity of the Potawatomi, and sees the groundbreaking as a “moment of celebration” for the near south side. “The generosity of the Potawatomi is uplifting and inspiring, and the children of my district will feel that each time they enjoy the wonderful new playground,” he said.

“We are honored to celebrate the MKE Plays initiative groundbreaking alongside our local leaders,” said **Rodney Ferguson**, Potawatomi Hotel & Casino’s chief operating officer. “Creating a new and improved playground in Witkowiak Park for children and families to utilize within their community is an important initiative that we are excited to support.”

Joe Kaltenberg, MKE Plays Program Coordinator, said he is also extremely thankful for the generosity. “We want city parks to reflect the diverse needs, interests, and identities of the neighborhoods they serve,” Kaltenberg said. “Partnerships like this allow us to help residents create play environments that are beautiful, safe, health-enhancing, and fun!”

MKE Plays is a city-led initiative aimed at renovating 12 of Milwaukee’s most dilapidated playgrounds in an effort to encourage children to play and exercise and to combat childhood obesity. MKE Plays was selected by *Heart of Canal Street* based on its focus on developing safe spaces for children and families in some of the city’s most compromised neighborhoods.