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FOR IMMEDIATE RELEASE

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FOR INFORMATION CALL

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June 11, 2024

Ald. Marina Dimitrijevic  
(414) 286-3769

## **Every Cup Counts: Summerfest Continues Their Commitment to Sustainability**

Today, Milwaukee Alderwoman Marina Dimitrijevic joined President and CEO of Milwaukee World Festival, Inc., Sarah Pancheri, to toast to the new Summerfest reusable cups. An ice cold beer in Milwaukee, while listening to acts like SZA and hundreds more while using these reusable cups, will not only save you money, but also help reduce waste.

“When we approached Summerfest to ask them to help us meet our city Climate and Equity Plan goals their answer was an immediate yes,” said Alderwoman Dimitrijevic. “The World’s Largest Music Festival” just got even better and greener. If they can do it - we can all make changes that have huge impacts today.”

“Partnering with Alderwoman Marina Dimitrijevic on this initiative to offer our fans a reusable cup for the festival speaks to our environmentally conscious patrons, while also helping us reduce waste and improve sustainability,” said Sarah Pancheri, President and CEO, Milwaukee World Festival, Inc.

“Cheers to Summerfest for leading by example in reducing plastic waste. Milwaukee’s Environmental Collaboration Office (ECO) encourages all festivals and events to consult our Green Events Guide for a fun and eco-friendly summer,” said City of Milwaukee Environmental Collaboration Office Sustainability Director Erick Shambarger.

**-More-**

## **Summerfest Reusable Cups/ADD ONE**

Summerfest, the world's largest music festival, is improving efforts to increase green efforts throughout Henry Maier Festival Park. When large events like this make changes like shifting to reusable cups, we see a reduction in environmental impact.

"I call on other festivals and events to join in and help us meet our climate and equity goals in the City of Milwaukee. Let's ensure a bright future for our city, and for all of us," Alderwoman Dimitrijevic stated.