
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

August 22, 2026

Ald. Mark Chambers, Jr.
(414) 286-3777

Online registration now open for 2026 Back to School Festival

Alderman Mark Chambers, Jr. is strongly encouraging families to register online to ensure that they will be able to receive free bookbags and qualify for other giveaways during the **2026 Back to School Festival** – set for **Sunday, August 30** at **Indigenous Peoples' Park, 7301 W. Courtland Ave** from **12 p.m. to 4 p.m.**

At the festival, attendees can enjoy a number of positive activities for children, including a bounce house, a bike raffle, a live DJ, free food and much more. Free hair haircuts are also available on a first-come, first-served basis. This free community celebration combines essential back-to-school resources with food, entertainment, family activities and opportunities to connect with local organizations and service providers. Please go to the [Back to School Festival Web Page](#) to register (**registration will close at 4 p.m. on Friday, August 28**).

Alderman Chambers said the **required online registration** – new this year – is necessary because of the huge demand and interest that has developed for the Back to School Festival in the past few years. “The turnout for the festival has skyrocketed, which is great, but that has made it necessary for us to ask attendees to register online so that the event is orderly and enjoyable for everyone involved,” he said.

The demand has also necessitated a limit of five kids’ registrations per family, Alderman Chambers said. Anyone looking to register more than five children for a household must register in person at the festival.

-More-

Back to School Festival online registration/ADD ONE

Additionally, **interested vendors** and **volunteers** can still reach out directly to Alderman Chambers by phone, **(414) 286-3777** or email at mark.chambers@milwaukee.gov.

“The festival goes beyond just getting ready for school, as it allows our youth to build community, celebrate each other, and see that our families are ready to start the school year strong,” Alderman Chambers said.

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