



FOR IMMEDIATE RELEASE

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Schlitz Park Brings Competitive One Mile Run Road Racing to Milwaukee

Office Park Introduces Summer Schlitz Park Miler and Fall 5K Challenge

Milwaukee, January 26, 2012 – Schlitz Park announced today plans for what’s believed to be Milwaukee’s first-ever competitive, cash award, one mile road race adding a new and unique event to the area’s summer run/walk calendar. The 46-acre landmark office complex, which becomes the latest major Milwaukee venue to host run/walk events, has also scheduled a fall 5K race.

The Schlitz Park Miler follows in the footsteps of such popular races as New York’s Fifth Annual Mile and Rockford, Illinois’ State Street Mile. The event takes place Tuesday, June 26 at 5:30 p.m. Starting at the office park, participants will run or walk a challenging course that twists, turns, climbs, descends and loops through the adjacent historic neighborhood. Schlitz Park also announced a new 5K run/walk that will kick off the Milwaukee River Challenge weekend on Thursday, September 13 at 5:30 p.m.

“These new events reflect our commitment to provide our tenants and neighbors with more than just a place to come to work,” said Schlitz Park developer Gary Grunau. “With a riverfront location and access to miles of run, walk and bicycling trails, our tenants not only have spaces to take care of their careers, but also their health and well being.”

For the inaugural Schlitz Park Miler, the fastest three men’s and women’s runners under age 20, between ages 21 and 40, and over ages 41, will be eligible for \$100, \$60 and \$40 cash awards. The run is an ancillary event to the 11-day Tour of America’s Dairyland Pro-Am bicycling race presented by Wisconsin Milk Marketing Board. Schlitz Park is the only corporate complex to host one of the series’ races.

The September Schlitz Park 5K Challenge is the first in a weekend schedule of events that finishes with the Milwaukee River Challenge, billed as the most accessible rowing race for

The Brewery Works, Inc., 1555 N. RiverCenter Drive, Milwaukee, WI 53212
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viewing in America. The 5K run will feature a scenic out and back course that heads north from Schlitz Park mostly on sidewalk and bike path to Kilbourn Park. A one mile family fun jog/walk will circle the Schlitz Park grounds.

Proceeds for the Schlitz Park Miler will benefit DreamBikes Milwaukee, a non-profit, organization that strategically places used bicycle stores in low-income troubled communities and hires local teens. For the Schlitz Park 5K Challenge, proceeds will go to Milwaukee Riverkeeper, a nonprofit that serves as an advocate and voice for the Milwaukee, Menomonee and Kinnickinnic Rivers.

Miler registration is available at www.active.com/running/milwaukee-wi/schlitz-park-miler-2012 and for the 5K Challenge at www.active.com/5k-race/milwaukee-wi/schlitz-park-5k-challenge-2012. Participants can save \$10 off of entry fees by registering early. Schlitz Park will offer tenants reduced entry fees. The office complex has engaged Great Lakes Multisport to provide event management for both races.

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About Schlitz Park: More than 4,200 employees work in Schlitz Park (www.schlitzpark.com) home to major Milwaukee businesses including ManpowerGroup and Time Warner, and other companies and organizations providing financial services, health care, employment, education, technical and other important services. Schlitz Park includes 1.5 million square feet of commercial office space, free Wi-Fi in all indoor and outdoor common areas, green space and plazas, plentiful free parking with preferred spaces for hybrid vehicles, and safe and secure bicycle parking. Schlitz Park is owned and managed by The Brewery Works, Inc., the organization formed by the families that purchased the Schlitz Park property in 1983.



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