



NEWS RELEASE

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Children's Wisconsin

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Children's Wisconsin Introduces Rally Round

New Event on Sept. 13 Will Celebrate Kids, Evolves Al's Run & Walk

MILWAUKEE, Wis., Feb. 27, 2025 — Today, Children's Wisconsin announced a new event, [Rally Round for Children's Wisconsin](#), a celebratory pep rally for patients, families, teams, care providers and anyone wanting to support kids and their health. The event, which will be held at the Milwaukee Mile at Wisconsin State Fair Park on Sept. 13, will feature music, games, sports, maker spaces, food trucks and more for attendees of all ages, backgrounds and abilities. Participants also will have the opportunity to form a team to fundraise for Children's Wisconsin and honor loved ones by walking or running on the Milwaukee Mile track.

"Children's Wisconsin was founded by our community more than 130 years ago, and the generosity of the community sustains our revolutionary approach to caring for all aspects of kids' health," said Meg Brzyski Nelson, President of the Children's Wisconsin Foundation. "Rally Round is a one-of-kind event for a one-of-kind cause, and it gives us the opportunity to celebrate our community and the kids and families we serve."

Early bird discounts for the event are available now at childrenswi.org/rallyround, and all kids 17 and under can attend for free.

Serving as the evolution of Al's Run & Walk — which was founded by legendary Marquette University men's basketball coach Al McGuire in 1978 — Rally Round was conceived after more than a year of community conversations and research. It takes what participants loved about the original event while offering a new way to connect with and celebrate kids. Just as it was with Al's Run & Walk, 100 percent of funds raised through Rally Round will support Children's Wisconsin's care, advocacy, research and education efforts throughout the state.

Event Activities

On event day, attendees will enjoy all-day entertainment on the Main Stage, powered by Wintrust. Attendees may also choose to run, roll or walk on the track as a team or individual, with team sponsor TRICOM inspiring patient families, community supporters and corporate sponsors as they do so.

Other activities include:

- The Family Fun Zone, powered by Enerpac Tool Group, featuring games, activities and bounce houses.

- The Get in the Game! Zone, featuring sports, Wisconsin athletes and local mascots.
- The Imagination Station, powered by Badger Meter, featuring arts, crafts and science activities.
- The Relaxation Station, powered by the We Energies Foundation, featuring a low-sensory environment for quiet activities.

The inaugural Rally Round will happen during the biggest engagement and philanthropy campaign in Children's Wisconsin history, Brighter Than Ever. For more information about the campaign, visit childrenswi.org/brighter-than-ever.

For more information about Rally Round and to register, visit childrenswi.org/rallyround.

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