



Press Release

Milwaukee Public Market Announces Inaugural Festival of Flowers

Milwaukee, Wisconsin – April 10, 2025 – The Milwaukee Public Market will welcome the warmer season with the debut of their first-ever Festival of Flowers, a vibrant new spring celebration set for Saturday, May 3, from 11 a.m. to 3 p.m. at Riverwalk Commons, directly across from the Market. The event is free and open to the public.

Attendees can look forward to a lively afternoon packed with live music, seasonal food, drinks, and a curated flower market showcasing local growers and artisans. The event will also include free, family-friendly activities such as face painting, pot painting, and a visit from MKE Urban Stables. Guests can explore educational exhibits focused on native plants, rain barrels and sustainable gardening practices. Thanks to Wild Ones, the first 1,000 guests will receive a free packet of seeds to take home and plant.

Seasonal beverages will be served from the Market's signature shipping container bar, and complimentary cocktail and wine samples will be available throughout the event, courtesy of Tito's Handmade Vodka and Sonoma-Cutrer. While local food trucks will be on site, attendees are also encouraged to explore spring-inspired offerings from vendors inside the Milwaukee Public Market, including the new Dubai Chocolate Açaí Bowl from Aladdin and the Lavender Espresso Tonic from Anodyne Coffee.

Inspired by similar events at public markets across the country like Detroit's Eastern Market and Seattle's Pike Place, the Festival of Flowers brings a seasonal burst of color and energy to Milwaukee's Historic Third Ward neighborhood.

"Every October, our Harvest Festival draws a huge crowd and has become one of our most anticipated events of the year," said Paul Schwartz, executive director of the Milwaukee Public Market and Business Improvement District #2. "Festival of Flowers is the perfect seasonal bookend to that celebration—kicking off spring with the same kind of energy, creativity, and buzz that people have come to expect from the Market. We're excited to offer something new that showcases the vibrancy of this neighborhood and the talented people who make it special."

In addition to the Festival of Flowers, the Market is hosting a separate event in celebration of their 20-year anniversary celebration. On Friday, April 25, guests are invited to a 2005-themed Market After Hours celebration in the upstairs Palm Garden. The ticketed event will feature a dance floor and nostalgic hits spun by DJ BG GooD, celebrating the year the Market first opened its doors. Attendees can relive the music, fashion and pop culture of the era. Tickets are \$28 and available at the Market's website while supplies last.

Festival of Flowers is presented with support from 333 Water, Educators Credit Union, Radio Milwaukee, Sonoma-Cutrer, Wild Ones and Tito's Handmade Vodka. Market After Hours is presented with support from Tito's Handmade Vodka and Decoy Limited.

For more information, visit milwaukeekeepublicmarket.org.

About Milwaukee Public Market: Since opening their doors in 2005, the Milwaukee Public Market has emerged as Milwaukee's iconic food and event destination, recently earning recognition as the #1 Best Public Market in the country. Home to 19 independently owned vendors, and a hub for public and private community events and cooking classes, the market celebrates the best of local Milwaukee flavors and traditions.

For additional information about the Milwaukee Public Market please visit MilwaukeePublicMarket.org, follow @milwaukeekeepublicmarket on Facebook and Instagram, or call 414-336-1111.