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Storm the Bastille 5k Run/Walk Returns July 17

Milwaukee's only nighttime run kicks off Bastille Days with a dash through downtown

MILWAUKEE, Wis. (April 17, 2025) - East Town Association, in partnership with Presenting Sponsor Madison Medical Affiliates, invites runners and walkers to lace up for the Storm the Bastille 5K, returning on Thursday, July 17 at 9 p.m. Milwaukee's only nighttime run/walk kicks off the annual Bastille Days Festival, leading participants on a route through downtown Milwaukee's East Town and Historic Third Ward neighborhoods.

Over 5,000 runners are expected to participate in the event, which commemorates the storming of the Bastille prison in 18th century France, sparking the French Revolution. Before the race, participants can warm up with the Milwaukee Athletic Club and enjoy beats by DJ Shawna. The 5K route starts on North Jefferson Street, adjacent to Cathedral Square Park, and is officially timed by Primetime Timing.

"Madison Medical is excited to welcome back Storm the Bastille runners, walkers, and spectators to downtown Milwaukee," said Dr. James Volberding, president of Madison Medical Affiliates. "We're proud to be a part of this iconic tradition that brings people together and supports the community we practice and live in."

Race Registration includes a Storm the Bastille t-shirt, timed bib and a post-race Michelob Ultra beer or bottled water. Early bird registration is just \$35 until June 1, with extended early bird pricing available for East Town Association members. Registrants can also choose to donate additional funds to support ongoing restoration of the festival's 42-foot Eiffel Tower replica.

Proceeds from Storm the Bastille support Bastille Days, one of the nation's largest French-themed celebrations, held July 17-20 in Cathedral Square Park. The free, four-day festival attracts over 250,000 visitors annually and features live music, French and Cajun cuisine, an international marketplace, and street performers.

To register for the race or learn more about the event, please visit:
runsignup.com/Race/WI/Milwaukee/StormtheBastille5k &
www.facebook.com/events/1108641480915301

About East Town Association

East Town Association is fully funded by sponsors, donors and beverage sales. To support Storm the Bastille and related events, consider purchasing a beverage from one of the various on-site bars! If interested in donating or becoming a sponsor, please email info@easttown.com. Storm the Bastille is presented by Madison Medical Affiliates, with support from Gruber Law Offices and Saz's Hospitality Group. Additional 2025 sponsors and community partners include: Michelob Ultra, SWARMM Events, Milwaukee Athletic Club, SportClub MKE and Milwaukee County Parks.

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