



Milwaukee Downtown, Business Improvement District #21
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FOR IMMEDIATE RELEASE

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Big Truck Day returns to Downtown Milwaukee on Saturday, May 17, celebrating National Public Works Week

Dozens of big rigs from the Department of Public Works, Milwaukee Police Department and Milwaukee Fire Department will be on site at Red Arrow Park for kids to check out

MILWAUKEE (April 30, 2025) – For the fourth year in a row, Milwaukee Downtown BID #21 is partnering with the City of Milwaukee to host Big Truck Day on Saturday, May 17 from 11 a.m. until 2 p.m. at Red Arrow Park. The free event provides kids and families with the opportunity to explore dozens of big rigs from the Department of Public Works, Milwaukee Fire Department, Milwaukee Police Department, and Milwaukee County Transit System.

At the event, kids will have the opportunity to not only check out the trucks and equipment but also meet the people who operate the machinery. Featured Public Works' vehicles will include a front-end loader, road patcher, street sweeper, grapple saw, plow truck, trackless skid steer, and more. Milwaukee Police Department will have two mounted horse patrol units, a BearCat tactical enforcement vehicle, and a bomb squad command post on site. Milwaukee Fire Department will have a fire engine and its mobile Survive Alive House unit for exploration. Milwaukee County Transit System will showcase a bus and Milwaukee Public Library will have an outreach vehicle present. New this year, the City of Milwaukee's forestry team will have a tree climbing demo and a \$5 tropical plant sale.

In addition to the sights and sounds, family-friendly activities will include arts and crafts with Artists Working in Education (A.W.E.), free face painting, bubble playtime, a recycling activity for kids, and a book sale with Friends of the Milwaukee Public Library. Kids will also have the chance to play lawn games and take photos with two beloved "Hero Pups." A food truck park offering a variety of meals and snacks for families will be on site. Plus, there will be numerous giveaways during the event, including 1,000 child-sized construction hats and 1,000 construction-themed goodie bags.

Mayor Cavalier Johnson and Commissioner Jerrel Kruschke of the City of Milwaukee's Department of Public Works will provide opening remarks at 11:15 a.m. Big Truck Day is held in advance of National Public Works Week, which will occur May 18 – 24. The week is designed to celebrate all things public works, including the individuals who are at the forefront of making our community clean, safe, and welcoming.

"Big Truck Day is an amazing outing for Milwaukee-area families," said Erica Green, COO of Milwaukee Downtown, BID #21. "It's the perfect opportunity to educate kids on all the things that make our city tick, while also giving employees and officers a chance to interact with local youth and inspire them to pursue careers in public works."

The event will feature an expanded footprint this year. Street closures include Water Street from Kilbourn Avenue to State Street, State Street from Water Street to Market Street, and Kilbourn Avenue from Water Street to Market Street. Attendees are encouraged to park at the 1000 N. Water Street parking structure where parking will be \$3.

To provide a quality experience for all guests, a sensory-friendly hour will be offered from 1 p.m. to 2 p.m., at which time no horns or sirens will take place.

For more information on Big Truck Day, visit www.milwaukeedowntown.com. If weather is inclement, a rain date is scheduled for Saturday, May 31.

Big Truck Day is supported by the Office of Mayor Cavalier Johnson, Department of Public Works, Milwaukee Fire Department, Milwaukee Police Department, Milwaukee County Transit System, Friends of the Milwaukee Public Library, Milwaukee County Parks,

and Milwaukee Downtown, BID #21. It is sponsored by Brooks Tractor, RNOW Inc., Truck Country, Casper's Truck Equipment, Henderson Products, Kriete, and Monroe Trucks.

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About Milwaukee Downtown, BID #21

Milwaukee Downtown, Business Improvement District #21, is an organization established in 1998 to support the interests of the downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 150 square blocks representing approximately 500 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe, and welcoming downtown. More info available at www.milwaukeedowntown.com.