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Media Contact:

Zoe Derks, East Town Association  
(715) 421-5849  
[zderks@easttown.com](mailto:zderks@easttown.com)

## **Bastille Days Festival Returns to Cathedral Square July 17-20**

*Festival features new local, French-inspired eateries offering raclette, brasserie fare and crêpes*

**MILWAUKEE, Wis. (June 10, 2025)** - Bastille Days, voted “Milwaukee’s Best Community Festival (non-lakefront)” in Shepherd Express’ Best of Milwaukee 2024 Awards, returns to Cathedral Square Park from Thursday, July 17, through Sunday, July 20. Produced by local nonprofit East Town Association Inc., Bastille Days features French-inspired food, live music and family-friendly programming. Bastille Days supports over 80 local vendors, many of them small businesses, and showcases over 100 musicians and entertainers across multiple stages, with a lineup that highlights primarily local talent.

“Despite challenges caused by the COVID-19 pandemic and reduced attendance during the 2024 RNC, East Town Association remains strong thanks to the continued support of our sponsors and community partners,” said Eddie Sturkey, executive director of East Town Association. “We’re incredibly grateful to our sponsors, whose support allows us to provide free community programming year after year. As a nonprofit that operates without public funding, East Town Association relies heavily on sponsorships and event revenue to sustain its operations. Thanks to returning sponsors like Educators Credit Union, we’re proud to bring Bastille Days back once again for all to enjoy.”

### ***Storm the Bastille 5k Run/Walk***

Bastille Days’ festivities kick off with the Storm the Bastille 5k Run/Walk on Thursday July 17. Storm the Bastille is presented by Madison Medical Affiliates, with additional support from Gruber Law Offices, Saz’s Hospitality Group, Michelob Ultra, and SWARMM Events. The 5K route runs through Milwaukee’s East Town and Historic Third Ward neighborhoods and commemorates the historic storming of the Bastille prison in 1789. Before the race, the Milwaukee Athletic Club will lead warmups at the starting line while DJ Shawna performs. Those who [register](#) before July 1 will receive a special edition race T-shirt, and all registrants have the option to [donate](#) to the ongoing restoration of Bastille Days’ 42-foot Eiffel Tower replica.

### ***French Food, Music and Performances***

Returning food vendors include local favorites Beignet Francaise, Lake Park Bistro, Lagniappe Brasserie, and Crawdaddy's on Greenfield, known for their New Orleans Cajun flavor. This year also welcomes new vendors, including Lupi & Iris, Margaux Brasserie, Xavier's Crêpes, and Baked Cheese Haus, which will serve French-style Raclette cheese melted over toasted baguettes. Additionally, weekend-long wine tastings will return, featuring selections from Door Peninsula Winery.

More than 60 musical acts will perform across four stages, including the Educators Credit Union Main Stage and the Gruber Law Offices "One Call...That's All" Stage. The lineup includes international rock band La Jarry from France, and Milwaukee acts Panadanza, Extra Crispy Brass Band, Big Spoon and Breaking Cadence. Robin Pluer returns, joined by French vocalists CED and Kevin Soucie, as well as Jerry Grillo with a French Cabaret performance. Madame Gigi's French Can-Can Dancers will also perform daily.

Other entertainment includes the Bastille Days Drag Show, presented by Milwaukee Pride, returning for its fourth year. On Sunday, the "Vive La Révolution" Battle of the Bands, a partnership with WMSE and Rushmor Records, will showcase underground bands from across the Midwest. Also as a part of Navy week, The Navy Great Lakes Liberty Call Brass Band will perform.

### ***Family-Friendly Activities***

Kids Day, sponsored by Educators Credit Union, takes place on Saturday, July 19, and features activities from the Milwaukee Art Museum's Kohl's Art Studio, French language lessons from Milwaukee French Immersion School, and performances by School of Rock Shorewood. Families can also enjoy roaming buskers, explore the Cathedral of St. John the Evangelist, stop by the French Bulldog Kissing Booth or shop the International Marketplace, which features artisan vendors and global goods.

For more information, visit [easttown.com/bastille-days](http://easttown.com/bastille-days) and follow [@BastilleDaysMilwaukee](https://www.facebook.com/BastilleDaysMilwaukee) on Facebook.

### **About Bastille Days:**

Bastille Days is presented by the East Town Association, Inc., a nonprofit downtown neighborhood and business organization that is fully funded through event sponsorships, sales, membership fees and donations. Bastille Days is East Town Association's primary fundraiser, supporting year-round programming that connects Milwaukee residents and visitors alike while supporting hundreds of local businesses and artists. Bastille Days is sponsored by: Educators Credit Union, Beechwood Distributors, Gruber Law Offices, Saz's, Badger Liquor, Door Peninsula Winery, Vertz Marketing, Moët & Chandon, Pepsi, Red Bull, Milwaukee Art Museum Kohls Art Studio and Milwaukee Pride. Additional community partners include: Milwaukee Downtown/BID 21, Milwaukee County Parks, Alliance Francaise de Milwaukee, SWARM Events, WMSE and Onmilwaukee.

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