



BRADY STREET FESTIVAL MUSIC ANNOUNCEMENT

PRESS RELEASE

FOR IMMEDIATE RELEASE

Milwaukee, WI – July 7, 2025 — FOR IMMEDIATE RELEASE

Milwaukee, WI – July 2, 2025– One of Milwaukee’s most beloved summer traditions is back! The Brady Street Festival returns on Saturday, July 26th from 12:00 PM to 11:00 PM, bringing music, food, dancing, and local flavor to the historic Brady Street. Known for its vibrant atmosphere and eclectic programming, this year’s festival promises a jam-packed day of entertainment across four stages, plus pop-up performances and surprises around every corner.

Music Lineup

Enjoy nonstop live music all day long across East, Center, West, and Lilliput stages, curated to showcase local and regional talent across genres. “This year’s music lineup is absolutely stacked- we’ve got everything from local legends to high energy party bands and rising stars. Brady Street is going to be the place to be.” -Sam Brunelli, Entertainment Director, Brady Street Festival.

BUD LIGHT Stage (East Stage)

- **Bee The Change 12:00pm**
- **Trio Elegancia 1:30pm**
- **Free Joel 3:00pm**
- **Allison Mahal 4:30pm**
- **Genevieve Haywerd 6:00pm**
- **Wire and Nail 7:30pm**
- **Diet Lite 9:00pm**

CAPTAIN MORGAN Stage (Center Stage)

- **School of Rock 12:00pm**
- **Dennis Caravello 2:00pm**
- **Ur Mom 3:30pm**
- **Ben Mulwana 5:00pm**
- **Sebas 6:30pm**
- **Tae and the Neighborly 8:00pm**

- **Millbillies 9:30pm**

NORTH SHORE BANK STAGE (West Stage)

- **Soul Collective (including yoga class) 12:00pm**
- **DAK DuBOIS 1:30pm**
- **Lost Orange Cat 3:00pm**
- **Nile x Nile 4:30pm**
- **Modern Joey 6:00pm**
- **Hot and Dirty Brass Band 7:30pm**
- **Brew City Belly Dancers 9:00pm**
- **Brady Street Babes 9:30pm**

LILLIPUTH STAGE

- **Leah Jean 2:00pm**
- **Tom West 3:30pm**
- **Bronte Fall 5:00pm**
- **Tori MF Zo 6:30pm**

Whether you're dancing in the streets, sipping something cold, or discovering your next favorite band, there's something for everyone.

More Than Music

The Brady Street Festival will also feature:

- **Local food and drink vendors**
- **Arts and crafts**
- **Family-friendly entertainment**
- **Unique shopping experiences**
- **Community organizations and sponsors**

“This event continues to reflect the energy, creativity, and diversity of Brady Street and its surrounding community,” said Michael Sander, Executive Director of the Brady Street Business Improvement District. “We invite everyone to come celebrate with us—it’s a day for the city to come alive.”

Brady Street

Saturday, July 26 | 12:00 PM – 11:00 PM

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