

Veterans Chamber of Commerce: Veterans Day Parade returns to the streets of Milwaukee celebrating Wisconsin veterans and families

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MILWAUKEE, Wis. – The Wisconsin Veterans Chamber of Commerce will welcome veterans and community groups from around Wisconsin to celebrate Veterans Day in downtown Milwaukee with the revival of the annual Veterans Day Parade and new Veterans Day Festival, the organization announced Monday. Wisconsin's largest Veterans Day celebration will take to the streets of historic downtown Milwaukee on Saturday, November 6 at 11:00 AM. The return of the Veterans Day Parade will once again delight spectators with its signature mix of fantastic floats, displays of patriotism and military equipment, and the one-and-only Santa Claus. The inaugural Veterans Day Festival will follow the parade featuring entertainment, a veteran-owned business marketplace, exhibitors and vendors, as well as resources available to support Wisconsin veterans and their families.

“For veterans, their families, and supporters around Wisconsin, the annual Veterans Day parades is an iconic tradition and we are proud to lead the effort to revive this celebration,” said Saul Newton, President & CEO of the Wisconsin Veterans Chamber of Commerce. “The Veterans Day parade honors and celebrates the service of military service members, veterans and their families- and that recognition and celebration is especially important today. We are thrilled to bring our state’s entire veteran community together- representing every corner of Wisconsin- to celebrate the service and sacrifice of our veterans and their families.”

The Veterans Day Parade will commence at 11:00 AM from the corner of W. Wisconsin Avenue/N. 5th Street and proceed east to N. Water Street, turning

north and continuing on Water Street. The parade will conclude at the intersection of N. Water Street/E. Juneau Avenue. The parade grandstand area will be outside the Marcus Performing Arts Center, a dedicated War Memorial Center, and across from Red Arrow Park, named in honor of the 32nd Infantry Division of the United States, known after World War I as the 32nd Red Arrow Division. Following the parade, the inaugural Wisconsin Veterans Day Festival will be held at the Peck Pavilion at the Marcus Performing Arts Center.

The 2021 Wisconsin Veterans Day Celebration is organized by the Wisconsin Veterans Chamber of Commerce in collaboration with the City of Milwaukee, Milwaukee Police Department, VISIT Milwaukee, Milwaukee Downtown Business Improvement District 21, West Town Association, and the Marcus Performing Arts Center. The event is sponsored by WaterStone Bank and Cielo Talent.

More information regarding the 2021 Wisconsin Veterans Day Celebration can be found at wiveteransday.org.