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**FOR IMMEDIATE RELEASE:**

## **RIVERWORKS WEEK CELEBRATES CREATIVE ENTREPRENEURSHIP**

***Event shines light on local craft breweries, foods and other makers***

August 14, 2017 – Milwaukee, Wisconsin – Riverworks: Milwaukee's Creative District hosts its fourth annual Riverworks Week, Wednesday, Sept. 20<sup>th</sup> to Friday, Sept 22<sup>th</sup>, three days filled with networking, business development and idea-generating events designed to shine a light on the district's creative entrepreneurial spirit. The line-up of free public events includes:

### **Wednesday, Sept. 20, 6:30-9:30 p.m. - Goat Palace, 3740 N. Fratney Street**

- **The Dolphin Pool** - watch a live competition of local startup and early stage business owners vying to win \$1,000 and other prizes. More information at [Riverworks Dolphin Pool](#). For those interested in entering, the site has contest rules and details. The deadline for entry is Friday, August 18, 2017.

### **Wednesday, Sept 20 – Friday, Sept. 22 - NE corner of Holton and Keefe**

- **Pop-up Café — (7 a.m. – 10 a.m.)** – Stop by a unique artistic structure designed by Riverwest business Flux Design and network while enjoying free morning coffee and donuts courtesy of Colectivo.

### **Friday, Sept. 22 – 6 p.m. – 9 p.m.**

- **Creative District Alive!** – Join us for an evening of fun and creative action on the Beer Line Extension Trail (North Richards Street to East Capitol Drive) There will be events for everyone including:

- **Happy Trails Happy Hour – (6 – 7 p.m.)** Happy Hour on The Capitol Drive Bridge featuring craft cocktails. Enjoy libations concocted by Riverwest’s Centro Café.
- **Riverworks inventors Circus – (6 – 8:30 p.m.)** Come watch while teams compete to build Rube Goldberg-inspired contraptions. Possessing engineering skills, an eye for design, and whimsy, teams will display cunning and craft as they go head-to-head to win the first Riverworks Inventors Circus. Enjoy circus-themed entertainment and snacks while you watch.
- **Beerline Trail Festival – (6 –10 p.m.)** Join us to enjoy Milwaukee craft brewers, food trucks and live music along the Beerline Trail.

“Step into the neighborhood and you can just feel a strong creative energy and entrepreneurial vibe,” said Darryl Johnson, executive director for Riverworks Center. “These events provide us with the perfect opportunity to showcase the wide variety of businesses located here from local craft breweries to locally produced food and products.

Riverworks Week and the Dolphin Pool event are sponsored by Riverworks Center, Colectivo, Greater Milwaukee Committee, US Bank, the African American Chamber of Commerce, BIGMPG Design/Marketing, Teens Grow Greens and Wisconsin Women’s Business Initiative Corporation.

Riverworks Center consists of Riverworks Development Corporation (RDC) and the Riverworks Business Improvement District, two dynamic organizations working together to positively impact businesses and neighborhood residents.