

A new arena is about much more than basketball.
It's about the future of our city, the marketability of our region, and a profitable investment for our state.
And that's just the beginning.

RALLY FOR THE NEW ARENA THIS FRIDAY

WHERE: Alverno College Pitman Theatre
3400 S. 43rd St.
Milwaukee, WI 53234

WHEN: 9:15 AM on Friday, March 20th

WHY? Show the Joint Finance Committee
that the community supports
our new arena!

DIRECTIONS

From the West:

- Follow I-94 E
- Take Miller Park Way/S. 43rd St. to S. 39th St.
- Turn right onto S. 39th St.

From the East:

- Take I-94 W
- Take Miller Park Way/S. 43rd St. to S. 39th St.
- Turn right onto S. 39th St.

From the South:

- Follow I-94 W to W. Loomis Rd.
- Take exit 8B from I-43 S/I-894 W
- Continue on W. Loomis Rd.
- Take S. 35th St. to S. 39th St.

PLAY IT FORWARD

MKE'S SPORTS & ENTERTAINMENT

ARENA

While the debate over the Milwaukee arena is about more than the Bucks, the NBA *will* move the team out of Milwaukee if a new arena isn't constructed. And without the team, the BMO Harris Bradley Center will rapidly deteriorate - financially and physically - causing a ripple effect throughout our regional sports, entertainment and hospitality scene.

The Play it Forward Coalition is committed to coming together as a community to ensure Southeast Wisconsin remains a vibrant and diverse entertainment destination with a new arena that meets the needs of the next generation of fans.

PlayItForwardWI.com

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