



**\*\*FOR IMMEDIATE RELEASE\*\***

**Milwaukee's First Open Water Swim in the Milwaukee River**  
***August 11th will mark the city's inaugural Cream City Classic***

**WHAT:** Milwaukee Water Commons, in partnership with Milwaukee Riverkeeper, Harbor District, and Wisconsin Sea Grant, will hold the first ever open water swim in the Milwaukee River on Saturday, August 11th at 8 AM. Whether you swim in the race or watch from the public RiverWalk in the Historic Third Ward, this event is an opportunity to celebrate how far Milwaukee has come in river revitalization efforts and help promote ongoing stewardship so all residents can enjoy our common waters. The Cream City Classic also aims to bring to light current disparities in who can reasonably access and enjoy our city's waterways. Future events will hopefully raise funds to provide equal access to pools and swim lessons for all Milwaukeeans.

Swimmer safety is top priority. The location and date were chosen specifically with water quality concerns in mind, occurring in the downstream portion of the river where active mixing of water from Lake Michigan creates improved conditions. Safety personnel will be on duty and post-race showers will be available for swimmers.

Everyone has a right to fishable swimmable rivers and lakes. It's time we celebrate, protect, and reclaim these waters for all!

**WHO:** Swimmers - \$50 + US Masters Swimming membership (one day memberships available at registration). **Register at [www.creamcityclassic.org](http://www.creamcityclassic.org) until August 9th.** The event is free to view from the public RiverWalk in the Third Ward.

**WHEN:** Saturday, August 11th at 8 AM (rain date of Saturday, August 18th)

**WHERE:** Race start/finish: Public pier in the Third Ward- intersection of N. Jackson St. & E. Erie St.  
Event Festivities: Parking lot across the street from the public pier.

**WEBSITE:** [www.creamcityclassic.org](http://www.creamcityclassic.org)

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