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 Executive Director **FOR IMMEDIATE RELEASE**

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**HISTORICAL SOCIETY IS BREWING A BEER HISTORY EXHIBITION
*Brew City: The Story of Milwaukee Beer*,**

**A Comprehensive Exhibit About Milwaukee’s Brewing History**

The Milwaukee County Historical Society announces its first permanent exhibition in over a decade: *Brew City: The Story of Milwaukee Beer*presented by Miller Brewing Company. The exhibition will detail the history of brewing in Milwaukee and explore how beer is central to the local identity and culture. Opening in late July, visitors will be able to view the exhibit across the Society’s entire first floor exhibit spaces.



“The Society first presented a beer history exhibit in 2016 and due to its success, we are excited to bring a new iteration of the exhibit back to Milwaukee in our central, downtown Historical Center,” said Mame McCully, executive director of the Milwaukee County Historical Society. The exhibition will use a combination of text, images, audiovisual components, artifacts, and interactive activities to tell the stories and to provide a full understanding of beer's deep roots in this city.

Ben Barbera, Director of Collections and curator of the exhibit, is looking forward to showcasing the Society's brewing collection. "The Society's beer and brewing collection is one of our largest and most eclectic collections," said Barbera. He continued, "Beer is a popular topic due to its current relevance and its inherent connection to Milwaukee." The Society's collections include more than 75,000 artifacts and more than one million photographs and documents.

Milwaukee’s beer story is an interesting and major part of the development of Milwaukee and the culture of the area today. “Miller Brewing Company is excited to be the presenting sponsor of this exhibit,” said Tami Garrison, Director of Community Affairs at Molson Coors. “Throughout our company’s long history, we have been connected to the role the brewing industry played in Milwaukee’s development and identity. Miller is proud to be in the same location where it began in 1855, and today the brewery and Molson Coors corporate operations continue to thrive as we employ 1,700 people in the Miller Valley.”

Rotating exhibits will accompany the Brew City exhibit seasonally. This new exhibit and rotating exhibits, as well as the Society’s research library, are available to the public Monday and Wednesday through Saturday, 9:30 a.m. to 5 p.m. Admission for adults will be $8 per person and children 12 and under are free. A variety of special events related to *Brew City: The Story of Milwaukee Beer* and Milwaukee’s history will be offered. More information about the exhibit and related programming can be found at [www.milwaukeehistory.net](http://www.milwaukeehistory.net).

Miller Brewing Company is the presenting exhibition sponsor and other sponsors include Pabst Brewing Company and the Museum of Beer and Brewing. The exhibition is made possible due to their support. To find out more about *Brew City: The Story of Milwaukee Beer*, please contact Mame McCully at 414.403.4344 or mmccully@milwaukeehistory.net.

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*The Milwaukee County Historical Society was founded in 1935 to collect, preserve, and make available materials relating to the history of the Milwaukee community.*

*Through a broad range of activities, the Historical Society seeks to recognize and preserve our local history. In promoting a greater appreciation of Milwaukee County’s heritage, the Historical Society hopes to develop a better understanding of the issues and challenges facing Milwaukee County today.*

*About the Milwaukee County Historical Society*

The Milwaukee County Historical Society was founded in 1935 and has become the place for people to learn about and to celebrate Milwaukee. Through education programs, exhibitions, the research library, our historic sites, and special events, MCHS offers Milwaukeeans and visitors to Milwaukee a chance to connect with the heritage of Milwaukee. MCHS preserves more than one million documents and photographs and more than 60,000 artifacts.

The MCHS headquarters is located in a historic bank building along the Milwaukee River in downtown Milwaukee at 910 North Old World Third Street. This location houses the museum, research library, offices, some collections storage and events and educational programs throughout the year. In addition to this main location, MCHS also operates Kilbourntown House in Shorewood’s Estabrook Park, and Trimborn Farm and Jeremiah Curtin House in Greendale.