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**PRIDFEST RETURNS TO HENRY MAIER FESTIVAL PARK JUNE 5-7, 2025**

***AN EXPANDED FOOTPRINT, A NEW STAGE, ALL NEW VIP EXPERIENCES, AND AN INTERACTIVE MAP LAY THE FOUNDATION FOR AN EXCITING PRIDEFEST 2025***

**Milwaukee, WI** – Monday, February 3, 2025 – Milwaukee Pride, Inc. - parent organization of PrideFest, Wisconsin’s largest LGBTQ+ event announced PrideFest will return to Henry Maier Festival Park June 5-7, 2025. The long-standing June festival continued its run of record-breaking attendance numbers as the 2024 festival came to a close; festival organizers are anticipating another impressive turnout later this year. 2025 marks the 37<sup>th</sup> edition of Pridefest; the event moved to the park in 1996. This year’s festival will maintain the Thursday-Saturday format kicking off on Thursday, June 5, 2025.

“The 2022-2024 festival seasons were incredible for PrideFest, and that’s important to note because, essentially five years ago, we were unsure if festivals would ever really\* come back to their former glory” said Wes Shaver, President & CEO, Milwaukee Pride, Inc. He added, “Well, I’m here to tell you: they’re back! And better, bigger, and more beautiful than ever. PrideFest is a great example of what I refer to ‘a triumphant return’ to festival grandeur.”

Coming off the heels of a successful 2024 festival, PrideFest leadership couldn’t be more excited for what’s in store for this year’s event. An expanded footprint to the south will create more usable and walkable space for festival goers. Utilizing more food buildings and available square footage, vendor accommodations will increase to allow even more attractive marketplace participants as well as local food options. Festival organizers will also bring back the “Red Light District,” an activation that transitions from daytime programming featuring panel presentations and workshops to an active stage featuring performances such as cabaret acts, acoustic local musicians, comedy, and more in the evening.

New for 2025 will be expanded VIP and a tiered ticketing experience allowing festival goers the opportunity to enjoy more of the park’s amenities. Utilizing the lofted hospitality area at the Miller Oasis, guests will find themselves in an above ground lounge featuring complimentary food & beverage, soft seating areas, shade, private restrooms, and entertainment. The Other two included access points will be at the Dance Pavilion and SKYYLine Mainstage.

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Both of these stage related spaces offer a unique viewing experience paired with a relaxed and accommodating setting to relax or socialize with friends.

Festival goers will have much to look forward to with an ever-growing lineup of diverse entertainment with a hyper focus on local and regional acts. The festival's six stages seek to include well over 500 entertainers throughout the weekend. The festival's SKYYLine Mainstage returns along with the Dance Pavilion, home to Wisconsin's largest outdoor dance party that includes thousands of festival attendees. The Intersection Stage, History Exhibit, Children's area, also return.

Technology and the use of device friendly tools are becoming helpful assets for event producers as they seek communicate with guests and provide updates in real time. PrideFest is teaming up with Map King, a leading SaaS platform transforming how venues and events connect with their audiences. This cutting-edge, location-aware digital guide will empower PrideFest guests with curated, real-time information, creating seamless and engaging experiences from arrival to departure. Utilizing Map King's technology, festival guests will be able to start planning their PrideFest experience as early as March 2025. PrideFest's interactive map will feature full stage schedules, vendors, and other attractions allowing guests to start building their personal itinerary of "must see" happenings at the festival.

"We're thrilled to partner with PrideFest Milwaukee to bring a cutting-edge digital experience to one of the nation's premier Pride celebrations," said Max Hanratty, founder of Map King. "Our interactive maps, curated guides, and real-time event schedules will ensure attendees can seamlessly plan their festival experience and navigate the grounds with ease—all from their mobile browser in seconds."

Milwaukee Pride Inc. is working diligently on festival programming and planning and folks are encouraged to follow on social media for daily updates as well as [pridefest.com](http://pridefest.com) for ticket information, show schedules and more as they're announced.

Organizers will announce acts, programming, and online ticket sales in the weeks to come.

For more information, please contact Wes Shaver at [wshaver@milwaukeepride.org](mailto:wshaver@milwaukeepride.org) or call 718-962-5639. Follow Milwaukee Pride on Facebook and Instagram for daily updates.