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EMBARGOED NOT FOR RELEASE UNTIL: JUNE 14, 8:15PM

THOUSANDS OF PEOPLE PARTICIPATED IN CHOOSING OUR NEW FLAG.

New flag design unveiled at an announcement celebration on Tuesday, June 14th, 2016 from 7:00 PM to 9:00 PM at 88Nine Radio Milwaukee - 220 East Pittsburgh Avenue, Milwaukee, WI 53204.

Milwaukee – A beautiful symbol of hope and unity, the new People's Flag of Milwaukee, designed by Milwaukee resident Robert Lenz, was unveiled at the announcement party held at the 88Nine Radio Milwaukee Headquarters organized by Greater Together, AIGA and the Milwaukee Flag Initiative.

Robert Lenz's design titled 'Sunrise Over the Lake;' the sun rising over Lake Michigan symbolizes a new day. The light blue bars in its reflection represent the city's three rivers *and* founding towns. Gold symbolizes our brewing history and white represents the city united.



Sunrise Over the Lake by Robert Lenz

Greater Together and the Milwaukee Flag Initiative joined together to engage in a broad and inclusive process to create a new flag for the city we love. A flag that represents our heritage and our aspirations, symbolizing unity and a prosperous future for Milwaukee, and thousands of Milwaukee residents feel that Lenz's design represents just that.

Greater Together, a coalition dedicated to promoting racial and economic equality in Milwaukee along with AIGA, America's Leading Organization of Professional Designers, and the Milwaukee Flag Initiative, began accepting submissions on February 18, 2016 for the Greater Together People's Flag of Milwaukee Design Initiative.

Professional designers and facilitators engaged hundreds of students in workshops across the city. Months of social media campaigning invited amateurs and professionals alike to enter their flag designs. The result was over 1,000 stunning entries into the Greater Together People's Flag of Milwaukee Design Initiative. Five expert judges gathered on April 23, 2016 and narrowed down 1,006 entries to 45 semifinalists and 5 finalists. Following the announcement of 5 finalists at City Hall on May 14th, online rating was open to the public through May 31st, and over 6,000 people participated in choosing the top flag design.

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For additional background information, included is the link to the Milwaukee Journal Sentinel article by Milwaukee historian John Gurda describing the [historic significance](#) and the story of the flag redesign effort.

For interviews and more information contact
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Further details at

MILWAUKEEFLAG.COM

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