



## Drink Locally during Downtown Dining Week

May 29-June 5, 2008

More than 45,000 people will flood downtown Milwaukee restaurants this week to enjoy some of the finest food and beverage in the country. The food is dished up by local talent – the beverages will include Milwaukee’s high quality drinking water, delivered pure and fresh 24 hours a day.

In partnership with Milwaukee Downtown BID #21, the Milwaukee Water Works is providing restaurants with a table top campaign to encourage diners to “Drink Locally” by enjoying a glass of Milwaukee tap water. The table tents feature a fun approach to raising awareness of the pure and healthy, inexpensive drinking water provided by the city’s drinking water utility, the Milwaukee Water Works.

“The table tents will generate conversation and remind diners of the healthful and refreshing service the restaurants provide by serving Milwaukee water,” said Ald. Michael Murphy. “Milwaukee is recognized nationally for its pure drinking water, and we’re raising awareness of that with the Drink Locally campaign. We’ve invested over \$100 million in the past decade to ensure exceedingly high quality water.”

The key ingredient in Milwaukee’s treatment of Lake Michigan water for drinking is ozone disinfection, which eliminates microorganisms and neutralizes any taste or odor in the water.

“Downtown Dining Week showcases our lively downtown and the contributions the restaurants make to our high quality of life,” said Beth Nicols, Executive Director of Milwaukee Downtown. “This year, we’re pleased to highlight another quality of life service we all appreciate – Milwaukee water.”

This is the third year for Downtown Dining Week, during which 30 of Downtown’s hottest eateries provide a three-course lunch and dinner for a low, fixed price. Last year, nearly 45,000 people took advantage of the \$10.00 lunch and \$20.00 dinner deals.

For more information and a list of participating restaurants and menus, see [MilwaukeeDowntown.com/diningweek](http://MilwaukeeDowntown.com/diningweek)

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*Safe, Abundant Drinking Water.*