



**FOR IMMEDIATE RELEASE**

Media Contacts:

Catie Vernon, Allied Integrated Marketing, (312) 376-8563, [cavernon@alliedim.com](mailto:cavernon@alliedim.com)

Jen Caruso, Allied Integrated Marketing, (312) 376-8567, [jcaruso@alliedim.com](mailto:jcaruso@alliedim.com)

## **FUN FOR THE ENTIRE FAMILY AT THE 2018 GREATER MILWAUKEE INTERNATIONAL CAR & TRUCK SHOW**

**Free admission for kids 12 and under during Family Days, March 3 & 4**

MILWAUKEE, WI (February 9, 2018) – In addition to checking out in the latest models from top auto manufacturers and admiring the luxury and unique vehicles on display at ADAMM Showcase and the Bennett Coachworks Showcase, kids and families have a wide variety of activities to choose from at The Greater Milwaukee International Car & Truck Show!

- **Esports Championships** – MilBooM Esports will host the World's 1st Auto Show Esports Championships, with daily competitions of Rocket League, Super Smash Bros. 4, Mario Kart 8, Hearthstone, and Forza Motorsport 7 at competition levels that include corporate, families, high school, college, and open age divisions. The Esports stadium in the 3<sup>rd</sup> floor lobby of the Wisconsin Center will feature state-of-the-art big screens, gaming stations, and a “fandemonium” section to cheer on your favorite gamer. To compete in the Esports Championships, pre-register at <https://www.milboomesports.org>. *Hours of Operation: Wednesday & Thursday 3 p.m. to 9 p.m., Friday 1 p.m. to 9 p.m., Saturday, March 3 10 a.m. to 10 p.m., Sunday, March 4 10 a.m. to 6 p.m.*
- **Maxx the Robot** – Maxx The Robot is a giant 9-foot tall robot who is the first prototype of his kind – a living, thinking, robot who also experiences (and has developed) human-like emotions! You won't want to miss the opportunity to catch Maxx in action as he roams the show floor on **Saturday and Sunday, February 24-25 from 11 a.m. to 5 p.m.**
- **Kids Test Track** – Kids can show off their driving skills with various electric powered vehicles on a mini roadway track! *Hours of Operation: Saturdays 12 p.m. to 5 p.m., Sundays 12 p.m. to 4 p.m., Friday 3p.m. to 8 p.m.*
- **Tricky Trails Golf Links!** – Get ready to make a hole-in-one for a chance to win some great prizes at the show! Attendees can experience the joy of an 18-hole indoor mini golf course inside the auto show. Minimum donation to play is \$2.00, with all proceeds donated to Feeding America of Eastern Wisconsin. *Hours of Operation are: Saturdays and Sundays 10 a.m. to 6 p.m., Monday through Thursday 5 p.m. to 8 p.m., Friday 3 p.m. to 7 p.m.*

-continues-

- **Mascot Day!** – On **March 3rd from 1:30p to 2:30p**, don't miss the parade of mascots at the show featuring: Bucky Badger, Bernie Brewer, The Milwaukee Brewers Famous Racing

Sausages, and Roscoe (Milwaukee Admirals Hockey). Leading the parade will be music from the UW Badgers Alumni Band.

- **FCA Zipline** – Adrenaline enthusiasts can get the thrill of a lifetime as they zipline over the auto show floor! *Hours of Operation are: Saturdays 11 a.m. to 5:30 p.m., Sundays 11 a.m. to 5 p.m., Monday – Thursday 5 p.m. to 8 p.m., Friday 4 p.m. to 8 p.m.*
- **Car Karaoke!** – Those familiar with James Corden's 'Carpool Karaoke' can try their hand at replicating the laugh out loud stunt. Attendees will have the chance to sing to their hearts desire in an interactive exhibit sure to be a good time. *Car Karaoke is courtesy of CBS 58. Hours of Operation are: Saturday and Sundays 2 p.m. to 4 p.m., Friday 5 p.m. to 8 p.m.*

The Greater Milwaukee International Car and Truck Show is presented by the Automobile Dealers Association of Mega Milwaukee (ADAMM) and produced by Motor Trend Auto Shows. The Show will be open to the public Saturday, February 24 through Sunday, March 4 at the Wisconsin Center (400 W. Wisconsin Ave.). Show hours are Saturdays 10 a.m. to 10 p.m., Sundays 10 a.m. to 6 p.m., Monday - Thursday 3 p.m. to 9 p.m., and Friday 1 p.m. to 9 p.m.

Admission is \$12 for adults (13 and over), \$9 for senior citizens (62 and older, valid Monday-Thursday only), and \$6 for children ages 7-12. Children 6 and under are admitted free. Kids 12 and under are admitted free on **Family Days**, Saturday and Sunday, March 3 and 4. Attendees may purchase e-tickets at [www.AutoShowMilwaukee.com](http://www.AutoShowMilwaukee.com) to save \$1 on adult admission and avoid waiting in box office lines. All attendees will receive a FREE one-year subscription to Motor Trend™ with each online ticket order or box office purchase, sponsored by ADAMM.

**YOUR COVERAGE IS INVITED. INTERVIEWS AND PHOTO OPPORTUNITIES ARE AVAILABLE.**

For press credentials and other media related inquiries, please contact Catie Vernon at (312) 376-8563 / [cavernon@alliedim.com](mailto:cavernon@alliedim.com) or Jen Caruso at (312) 376-8567 / [jcaruso@alliedim.com](mailto:jcaruso@alliedim.com).

###