

## FOR IMMEDIATE RELEASE

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### FrostFest Brings a New Holiday Tradition to Wisconsin This Winter

**Christmas in July celebration invites families to plan their holiday visit with the season's lowest ticket prices, complimentary parking, and the best selection of event dates through August 31**

**FRANKLIN, Wis.** – A new holiday tradition is coming to southeastern Wisconsin this winter.

Beginning **November 19**, FrostFest will transform Franklin Field at Ballpark Commons into **Wisconsin's Winter Festival**, creating a festive destination where families, friends, couples, coworkers, and community groups can gather to celebrate the holiday season together across 26 select nights.

Building on Franklin Field's tradition of hosting memorable holiday experiences, including Enchant Christmas and SnowGlobe Holiday Festival, FrostFest introduces an all-new annual holiday festival designed to offer guests more than a traditional holiday light display. Throughout the evening, visitors can experience spectacular holiday lighting, live entertainment, seasonal music, festive food and beverages, shopping, interactive experiences, and optional attractions while creating lasting memories with the people they care about.

Admission includes holiday light displays, live entertainment, holiday music, Santa and holiday character experiences, interactive photo opportunities, the Food & Beverage Village, Holiday Marketplace, and seasonal décor throughout Franklin Field. Guests may also choose to enhance their visit with optional experiences including ice skating, the Giant Snow Slide, Ferris wheel, family rides, photography, games and activities, and the Premier Pass.

To celebrate **Christmas in July**, FrostFest is inviting guests to begin planning their holiday season with a limited-time offer available through **August 31**. Guests who purchase during the promotion will receive the season's lowest ticket prices, **complimentary parking**, and the best selection of event dates and arrival windows before regular pricing begins.

Timed arrival windows allow FrostFest to provide a comfortable guest experience while giving visitors the flexibility to enjoy the festival throughout the evening. The inaugural season will operate on 26 select nights from **November 19 through December 27**, including opening weekend, Thanksgiving weekend, Thursday through Sunday throughout December, and an expanded schedule during Christmas week.

**"FrostFest was created to become a holiday tradition that families and friends look forward to year after year," said Mike Zimmerman, CEO of ROC Ventures. "Our vision was to create a place where people can spend meaningful time together while enjoying the sights, sounds, and traditions of the holiday season. Whether guests come for the attractions, entertainment, food, shopping, or lights, we hope FrostFest becomes part of their family's holiday tradition for generations to come."**

FrostFest has also been designed as a destination for businesses, schools, churches, youth organizations, sports teams, scout groups, neighborhood associations, and community organizations. Groups of 15 or more receive reserved arrival windows, complimentary hot cocoa, a dedicated gathering area, optional catering packages, and discounted admission, making FrostFest an ideal setting for holiday celebrations of all sizes.

**"Franklin Field has become a gathering place for our community throughout the year," said Dan Kuenzi, President of the Milwaukee Milkmen. "From baseball games and community events to now welcoming families during the holiday season, FrostFest continues our commitment to creating memorable experiences that bring people together. We're excited to see a new holiday tradition take root here in Franklin and welcome guests from across the region."**

Located at Ballpark Commons in Franklin, FrostFest is expected to attract visitors from throughout Wisconsin and northern Illinois while offering families a festive destination to celebrate the season together. Designed to encourage guests to spend an entire evening on-site, the festival gives visitors the flexibility to create an experience that fits their interests and budget through a variety of entertainment, attractions, dining, shopping, and seasonal activities.

Additional information, operating dates, tickets, FAQs, and group outing information are available at **FrostFestWI.com**.

### **About FrostFest**

FrostFest is a new annual holiday festival held at Franklin Field in Ballpark Commons in Franklin, Wisconsin. Designed as **Wisconsin's Winter Festival**, FrostFest brings together spectacular holiday lights, winter attractions, live entertainment, seasonal food and beverages, shopping, and memorable experiences for families, friends, groups, and visitors from throughout the region. FrostFest encourages guests to spend an evening celebrating the season together through lights, attractions, entertainment, dining, shopping, and unforgettable holiday traditions.

**Media Contact****Van McNeil**

ROC Ventures

vanm@rocventures.org

+1 (414) 418-2679