



**FOR IMMEDIATE RELEASE**

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**FOR MORE INFORMATION**

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**Milwaukee World Festival, Inc. and Zurn Industries Announce New Multi-Year Sponsorship  
*Includes Designation as Official Water Solutions Partner***

MILWAUKEE, WI (May 29, 2019) - Milwaukee World Festival, Inc. (MWF) today announced a new multi-year sponsorship agreement with Zurn Industries, a Rexnord Company, which includes an investment in the new American Family Insurance Amphitheater. As part of this partnership, Zurn will also be named the Official Water Solutions Partner of Summerfest.

Support from Zurn Industries will play a valuable role in the construction of the new American Family Insurance Amphitheater, particularly through new and updated restroom facilities throughout the venue. Zurn products will be featured throughout the restrooms in the Amphitheater during both phases of construction. Phase One of the project will open in June 2019 and will feature Zurn shower heads, control valves and trim, sinks and faucets, toilets, flush valves and support carriers, as well as miscellaneous site drains. These products are being utilized in the 19 state-of-the-art performer backstage dressing rooms, as well as production spaces and offices. During the second phase of construction, which will begin immediately after Summerfest, work will focus on remodeling existing restrooms and adding new fixtures, which will be distributed throughout the building. As the Official Water Solutions Partner of Summerfest, Zurn Industries is providing toilet fixtures, urinals, flush valves, hand-washing stations, and storm water drains in the seating bowl and roof areas.

“We are thrilled to welcome Zurn Industries and Rexnord to our sponsorship family. We are grateful for their support and excited to have their world-class products in our world-class venue,” said Don Smiley, President and CEO of Milwaukee World Festival, Inc. “The American Family Insurance Amphitheater project does not benefit from public funding. We rely on local companies, such as Zurn Industries, who understand the importance of investing in our community and in Summerfest, which drives over \$180 million dollars in economic impact locally each year.”

“Every year, Summerfest brings the biggest music acts to Milwaukee with the lakefront as the backdrop,” said Eric Loferski, Zurn Director of Marketing. “It’s impressive – from the Big Bang fireworks over the lagoon to the wide variety of food vendors and shops to the dynamic stages, like the American Family Insurance Amphitheater. Zurn cares about supporting its locations’ communities while spotlighting the world’s most precious resource, water. We appreciate the opportunity to be a part of something as meaningful to Milwaukee as Summerfest and do our part as an area business.”

For more information, visit [www.summerfest.com](http://www.summerfest.com).



### **About Rexnord and Zurn Industries**

Headquartered in Milwaukee, Wisconsin, Rexnord is comprised of two strategic platforms, Process & Motion Control and Water Management, with approximately 7,000 employees worldwide. The Process & Motion Control platform designs, manufactures, markets and services specified, highly engineered mechanical components used within complex systems. The Water Management platform designs, procures, manufactures and markets products that provide and enhance water quality, safety, flow control and conservation. For more information visit [www.rexnordcorp.com](http://www.rexnordcorp.com).

Zurn Industries, LLC is a Rexnord company and a recognized leader in commercial, municipal, healthcare and industrial markets. Zurn offers the largest breadth of engineered water solutions, including a wide spectrum of sustainable plumbing products. Zurn delivers total building solutions for new construction and retrofit applications that enhance any building's environment. For more information, visit Zurn.com.

### **About Summerfest presented by American Family Insurance**

Following its 1968 debut, Summerfest presented by American Family Insurance has evolved into what is now recognized as "The World's Largest Music Festival" and Milwaukee's cornerstone summer celebration, hosting the music industry's hottest stars, emerging talent and local favorites along with approximately 800,000 people from Milwaukee and around the world each year for an unforgettable live music experience. During the festival, the spotlight shines on over 800 acts, over 1,000 performances, 12 stages, delectable food and beverages, and interactive activities, all in a world-class festival setting. Summerfest 2019 takes place June 26-June 30 and July 2-7, 2019, closed on July 1. For more details, visit [Summerfest.com](http://Summerfest.com), [Facebook.com/summerfest](https://www.facebook.com/summerfest) or Twitter: @Summerfest.