



OFFICE OF THE COUNTY EXECUTIVE
Milwaukee County
SCOTT WALKER • COUNTY EXECUTIVE

FOR IMMEDIATE RELEASE

April 6, 2010

For more information, please contact:
Fran McLaughlin (414) 235-6592

WALKER ANNOUNCES 2010 EXECUTIVES' RIDE
7th Annual Ride to Promote Milwaukee Region

MILWAUKEE – County Executive Scott Walker will announce details of his 7th annual Executives' Ride to promote Milwaukee County and the region this morning at the House of Harley.

The ride will once again be sponsored by AirTran and supported by VISIT Milwaukee. AirTran Senior Vice President of Planning and Marketing Kevin Healy and VISIT Milwaukee Vice President of Sales and Marketing Brent Foerster will join Walker, along with some of the riders planning to participate on the six-day ride.

The 7th annual ride will highlight Milwaukee area tourism. Walker and Healy, both avid bikers, will give details on the ride route and AirTran's sponsorship.

DATE:	Tuesday, April 6, 2010
TIME:	10:00 am
LOCATION:	House of Harley-Davidson 6221 W. Layton Avenue Greenfield, WI

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