

FOR IMMEDIATE RELEASE
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AXE MKE announces Grand Opening sponsored by Lakefront Brewery

Milwaukee, WI – AXE MKE, Milwaukee’s axe throwing bar, will celebrate its Grand Opening with a party and open house on Saturday, June 16, from 12pm-Midnight, sponsored by Lakefront Brewery.

Reservations are now available online for the Grand Opening, although timeslots are expected to sell out quickly. All reserved axe throwers will be treated to free beer from Lakefront Brewery, including Lakefront Riverwest Stein, Lakefront IPA, and Lakefront Eazy Teazy. Reps from the local brewery will also be onsite to pass out swag.

“Lakefront Brewery is the perfect partner for our Grand Opening,” said AXE owner David Poytinger. “They are the true axe-perts of the craft beer scene in Milwaukee.”

The first 100 people through the doors will also receive a complimentary *East Side Swag Bag* filled with local goodies, including a gift card to Nine Below.

The event will also feature free food from East Side stalwarts Beans & Barley and Ian’s Pizza while supplies last. Doors open at 11am; ages 16 and older welcome.

AXE MKE, located at 1924 E Kenilworth Place on Milwaukee’s East Side, will feature 12 axe throwing lanes and a full bar. Reservations are currently available at www.axemke.com for the Grand Opening, as well as other dates in June. The venue also offers private event options for celebrations and corporate teambuilding outings.

East Side Swag Bags will include: free slice card from Ian’s Pizza; 15% off coupon from The Waxwing; free class card from Urban Om; water bottle from Shred415; free slice card from Jet’s Pizza; free axe or knife sharpening from Blade Craft; gifts from Landmark Lanes, Sip & Purr, East Side Family Chiropractic, and The Do Hair Design; and more items to be announced.

Media interested in running a contest to give away a free Grand Opening lane and a VIP Prize Pack should contact Marla Poytinger via email at marla@axemke.com.

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For additional information and interviews:

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