

# Get ready to rock, 80s style, at Milton festival

Press release from Wisconsin Department of Tourism

Four Milton non-profit organizations are banding together to host the second year of Wally's Music Festival, a 1980s rock music festival, with help from a \$24,286 Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism that was announced in early May.

The Milton Area Chamber of Commerce, The Gathering Place, The Milton Historical Society and The Milton FFA are once again hosting the "big hair" music festival, featuring a variety of 80's rock bands as well as a wide selection of food and beverage vendors. Wally's Music Festival will take place June 2-3 at Schilberg Park in Milton.

"This project clearly demonstrates that funding tourism marketing initiatives produces a sound return on investment for the local economy," Governor Scott Walker said.

Wally's Music Festival showcases a wide array of musical talent, including a tribute to Prince and Band Camp, which teaches kids how to perform live in front of Wally Music Festival fans. The festival is expected to attract approximately 3,000 visitors, generating an estimated \$177,000 in visitor spending in Milton and the surrounding areas. Grant funds will go toward online, print, radio and television advertising efforts to help expand marketing to the Milwaukee and Chicago markets.

"We're excited to support the growth of this fun and creative event," said Tourism Secretary Stephanie Klett. "Wally's Music Festival gives music fans, especially 80s rock music lovers, the opportunity to explore Milton and the surrounding community, all while creating a positive economic impact for the area."

## NORTHLEAF Continued from page 44

understanding the finer points of wine. Guests will not only sample the slate of Northleaf's offerings, they will hone and fine-tune their palates and tasting abilities.

Nordlof, who implements an inventive series of "tasting experiments" with guests and wine, refuses to give away all of her secrets ("I won't say exactly what they are," she said with a smile), but

notes that many swear by the results. In fact, one participant last summer was so impressed with his experience at wine camp, he brought an office group back to hold a miniature version of wine camp, customized for the group, later that year.

So whether you're a budding wine connoisseur or simply looking to grab a great glass – Northleaf winery is worth a stop.

## Prince Experience, many other acts, on tap

### Friday, June 2

#### 90Proof, 6-7 p.m.

90Proof is a Janesville-based band that covers a variety of music from 80s rock to newer country hits to pop hits and everything in between. Visit 90Proof on Facebook for more information.

#### LAVA Rock, 7-9 p.m.

LAVA Rock plays the hottest rock from Led Zeppelin, Aerosmith, Van Halen and AC/DC. Visit LAVA Rock on Facebook for more information.

#### AudioDrive, 9:30-11:30 p.m.

AudioDrive is a powerful, award-winning 80s rock band that shines with excellent vocals, killer guitars and a thunderous rhythm section. The song selection satisfies the masses, covering hits by AC/DC, Journey, Bon Jovi, Def Leppard, Van Halen, Poison, Whitesnake and many more. Visit [www.audiodriversrocks.com](http://www.audiodriversrocks.com) for live video, audio and more info on the band.

### Saturday, June 3

#### Knapton's Kids Band Camp 12-2 p.m.

Knapton Musik Knotes Rock Camp is the opportunity to take your playing skills to the next level. Learn how to practice and perform as a band and then take what you have learned to the stage. Rock Camp bands perform at various venues in front of hundreds of fans. Visit [knaptonmusiknotes.com](http://knaptonmusiknotes.com) for more information.

#### Dem Horney Funkers 2:30-3:30 p.m.

With the equivalent of more



The Prince Experience returns to Wally's Music Festival for a bigger and brasher show after performing during last year's debut of the 1980s rock festival. (Photo courtesy of the Milton Area Chamber of Commerce)

than 150 years in making sweet music, this nine-piece band, which includes a four-piece horn section, bridges the gaps of funk, pop and rock.

#### Denim & Leather, 3:30-5 p.m.

This band presents the ultimate tribute to the 80s classic "Headbanger's Ball" era. Visit the band's Facebook page for more information.

#### King Kong, 5:30-7 p.m.

King Kong is a rock band from Milwaukee that belts out tunes by Alice in Chains, Creed, Buck Cherry, Cheap Trick, Fuel, Lifehouse, Three Days Grace and many more. Visit the band's Facebook page for more information.

#### Almighty Vinyl, 7-9 p.m.

Almighty Vinyl is a tribute to the music when vinyl was the king of all formats. According to the band, MP3s, CDs, cassettes and even 8-tracks could never capture the

majesty of rock and roll the way vinyl held it in its grooves. "We give you the feeling of what it was like to see live music back when it was 100 percent live," promises the band. Visit the band's website, [samhill3195.wixsite.com/almightyvinyl](http://samhill3195.wixsite.com/almightyvinyl), for more information.

#### The Prince Experience

9:30 p.m.-Close

The band offers a trip back in time to the 1980s and Prince & the Revolution, including "The Artist" era. Gabriel Sanchez delivers a top-notch performance as "Prince." He is joined by musicians, vocalists and dancers billed as some of the region's best. The Prince Experience has headlined at festivals such as Milwaukee's Summer Fest and sold out large venues such as Turner Hall/Pabst Theater and The Northern Lights Theater. Visit [theprinceexperience.com](http://theprinceexperience.com) for more information.

# WALLY'S MUSIC FEST

## JUNE 2 & 3 2017

Hosted by The Gathering Place,  
The Milton Historical Society, The Milton FFA Alumni  
and the Milton Area Chamber of Commerce.

## SCHILBERG PARK MILTON, WIS.

Funds raised will help support these local non-profits to provide high quality events for the Milton Community and surrounding areas!



## VISIT [WWW.WALLYFEST.COM](http://WWW.WALLYFEST.COM)

## FOR BAND LINEUP, TICKETS & VOLUNTEER INFORMATION

## VISIT [WWW.WALLFEST.COM](http://WWW.WALLFEST.COM) TO STAY UP TO DATE WITH WALLY FEST NEWS!