



PRESS RELEASE

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For Immediate Release

Date: June 5, 2020
Contact: Mayor's Office
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NEW BERLIN CHANGES FOCUS “*UNITED...THAT’S HOW WE ROLL*” ‘Reverse Parade’ Planned for July 4th

New Berlin WI – After careful consideration, the City of New Berlin will be changing the focus of their 2020 4th of July festivities. The City will be cancelling the traditional 4th of July parade and festival. In addition, the Festival Foods Fireworks will be postponed. This difficult decision was made by Mayor Dave Ament after consultation with the 4th of July Coordinator, as well as the 4th of July Chairman and Recreation Manager.

“The City of New Berlin places a high value on this time-honored family tradition and I can assure our residents that this was an *extremely* heart-wrenching decision” stated Mayor Ament. “In addition to our safety concerns due to the COVID-19 pandemic, the City needs to be able to fulfill contractual obligations to its entertainers and other vendors. In light of recommended restrictions on social gatherings, it became problematic to contractually and logistically execute such a large festival and book parade participants. Commitments at this point in time are extremely difficult to make and advance planning is paramount to a successful event. In addition we must be responsible with the generous donations of our sponsors; and with the uncertainty of the future we find it difficult to assure financial success for our Civic organizations or other festival partners.”

Mayor Ament added, “*However*, the City of New Berlin certainly will not stand for a 4th of July without our community coming together. For 51 years we have celebrated together, and for year #52 we will celebrate our Nation’s Independence Day together again! A different sort of July 4th Parade is being planned in the City of New Berlin... a ‘reverse’ parade in which *everyone* is called to be a participant!”

Families will be encouraged to show their patriotic pride, decorate their cars and join in the City’s “*United...That’s How We Roll*” parade in dropping off nonperishable food items and personal sundries at the New Berlin City Hall parking lot. Cash donations are also welcomed. This parade will take place on Saturday, July 4th – 1 pm to 2:30 pm. The Mayor, Aldermen, Miss New Berlin and other dignitaries will be present accepting donations. Contributions shall be shared with the New Berlin Food Pantry.

“Many families have suffered financial hardship as a result of these unusual circumstances this year, and we hope that our community will extend its hand of support in our “*United...That’s How We Roll*” 4th of July ‘reverse’ parade. I hope to see a long line of cars ‘rolling’ into our City Hall parking lot, countless smiling faces and a city dump truck full to capacity at the end of the day! Let’s teach our

children what “*United*” in the United States really means. We anticipate some fun parade units along our predefined route to add to the festivities. This reverse parade will allow for public participation while maintaining social distancing. Please stay tuned for more details about the reverse parade route and the postponed fireworks” stated Mayor Ament.

In addition, the City of New Berlin is also planning a myriad of virtual contests

- A Virtual 52K Challenge
- A Virtual Mini Parade
- A New Berlin Selfie Scavenger Hunt
- A Virtual Pet Parade
- Virtual Great American Bake Off

Families and friends are encouraged to join in for the City’s most unique Fourth of July, celebrating 52 years of community spirit and tradition! Information on how to participate can be found at <https://www.newberlin.org/671/4th-of-July-Festival> In addition, please follow our Recreation Department’s Facebook page for further information and more details on all our events. The Rec Department is already pulling together a montage of pictures from past 4th of July festivities to be shared with residents on our Cable Channel. Again, more details will follow.

Mayor Ament concluded by stating, “We ask for the understanding of our residents. If circumstances allow, we may consider a smaller scale event with fireworks later in the year, however, this remains to be seen. Otherwise we look forward to our 2021 4th of July festivities when families and friends can gather once again in confidence and gratitude.”

For those organizations or individuals who have already made a donation to the 2020 Festivities, your donation may be refunded, used for our 2020 initiatives, or held for the 2021 Festivities. The City also encourages donations to be shared with the Civic Organizations who will be negatively impacted by the cancellation of our traditional festivities. They include the Prospect Lions, Prospect Lions Charities, the New Berlin Junior Woman’s Club, the New Berlin Lions Club and the New Berlin Citizens against Muscular Dystrophy. All do great things for the New Berlin Community and beyond, and would most appreciate any donations in light of this loss of fundraising. Please contact Nancy Bertsch, the 4th of July Coordinator, at nbertsch@newberlin.org to indicate your preference or for further assistance in making a donation.

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cc: Aldermen, Media, Staff