

KIDS MUSICFEST 2025



KIDS MUSICFEST: AN EVEN BIGGER HIT IN YEAR TWO!

Mark your calendar for this year's
event: Sunday, Nov. 15!

Mark your calendar for the third annual **KIDS MUSICFEST** **Sunday, Nov. 15**, 12 to 4 pm at the Milwaukee Youth Arts Center, 325 W. Walnut in Milwaukee. Admission is FREE. It'll be an even bigger and more fun-packed event, filled with more music-making opportunities for kids and families.

How'd we do for year two?

- Attendance was up by **43** percent over 2024.
- **Six** sponsors/foundations provided financial support.
- **Twenty-one** Milwaukee-area music organizations had a presence at the event, sharing information about their programs for young people.
- **Twelve** performances took place on two stages.
- **Six** fun hands-on areas for kids featured ongoing sessions throughout the day: Book Nook, Creation Station, Drumming Den, Instrument Petting Zoo, Music Reading Round Up, and Tech Lab.

More than **650 people attended** – up from 465 in 2024. Our ramped-up social media was effective in raising awareness of the event: Of the **83** percent of adult attendees responding, **31** percent learned about KIDS MUSICFEST through our enhanced social media push.



New at the 2025 event was the **"KMF Passport."** Each exhibitor placed a sticker next to their name on each child's passport. Kids brought their completed passports to the CIVIC MUSIC table where they decorated their own "MAKE MUSIC" T-shirt to bring home. The passports and T-shirts were a huge hit.

Also new in 2024 were all-day appearances by beloved children's book characters Pete the Cat, Clifford the Big Red Dog, and Llama Llama. They made Storytime and Songs presented by the Milwaukee Public Library a most popular and lively place to be.

What's exciting and new for 2026?

The passport, T-shirt, and characters return for 2026, along with a brand-new feature: the KIDS MUSICFEST Parade! Organizations, musicians, and book characters will all take part, with kids participating with tambourines and kazoos. Don't miss it!

Mark your calendars for Sunday, Nov. 15 – and we'll see you there!

