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For Immediate Release
March 22, 2022

OnMilwaukee Organizes MKE for Ukraine

MILWAUKEE, WIS. – March 22, 2022 – OnMilwaukee.com, LLC announced today **MKE for Ukraine**, a one-day online fundraiser for UNICEF's Humanitarian Relief in Ukraine and surrounding countries.

Multiple media outlets will participate in this effort, set to take place this **Friday, March 25th** including: Bustos Media, CBS58, Clear Channel Outdoor, Good Karma Broadcasting, iHeartRadio, Milwaukee Magazine, Milwaukee Radio Alliance, Milwaukee World Festivals, Inc, Pabst Theater Group, Wisconsin Center District and 88Nine.

Donations are being accepted at <http://www.unicefusa.org/MKE>

"We work with everyone in the city. Our journalists have weekly appearances on various radio and television stations and we've partnered with some on events. We knew we could pull in our media and venue partners to make **MKE for Ukraine** even bigger. Great things can happen when people come together.," saidCarolynn Buser, OnMilwaukee's Chief Operating Officer.

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About OnMilwaukee

Launched in 1998, OnMilwaukee is Milwaukee's premier daily news, dining, entertainment and culture digital magazine. In 2020, OnMilwaukee won Editor and Publisher Magazine's 2020 EPPY Award for "Best Entertainment Site" in the United States, the fourth time the company has been recognized with that honor (2012, 2015, 2017 and 2020). OnMilwaukee is committed to growing communities and businesses through engaging digital media.

In addition to its web and social media platforms, OnMilwaukee operates Lift Digital Solutions, a digital-only media and agency solution with more than 20 years of experience. Lift Digital helps advertisers find their audience and connect them with audio, video and display advertising and other custom solutions, including, but not limited to advertising on OnMilwaukee.com.

About UNICEF:

For the past 75 years, the United Nations Children's Fund (UNICEF) has built an unprecedented global support system for the world's children. UNICEF relentlessly works day in and day out to deliver the essentials that give every child an equitable chance in life: health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more. UNICEF USA advances the global mission of UNICEF by rallying the American public to support the world's most vulnerable children. Together, we have helped save more children's lives than any other humanitarian organization.

War in Ukraine has intensified, posing an imminent threat to 7.5 million children. Heavy weapons fire along the contact line in eastern Ukraine has already damaged water infrastructure and schools. UNICEF is scaling up its emergency response inside the country while also racing to meet the urgent needs of vulnerable children and families on the move as they stream into neighboring countries