





THIS IS IT! - EST. 1968



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Chicago
Public Library
697

XO. ELECTRIC LINE

STREET CLOSED





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418

linButes
LIGHT

JINTO

LOCAL
ARTIST

ARTIST

ARTIST

ARTIST

THE
OTHER
DOOR
←

HAVEN ♥

JAE ♥
KINGSLIN

SLAYGROUND
♥
TITS

SALORV

For all of the memories
you've shared
with me

DEMI

Even as we lose
a part of our community,
we all exist in the same

LOVE
YOU ALL
EVERY DAY

SPACE

LOVE
YOU

I LOVE
YOU ALL MY
WEDNESDAYS

ETM

THANKS
YOU

To all the
bathroom
mamas at 50

TITS

Always and Forever

LOVE
YOU
EVERY DAY

LOVE
YOU
EVERY DAY

We were
here

LOVE
YOU
EVERY DAY

LOVE
YOU
EVERY DAY

Forever
TITS

LOVE
YOU
EVERY DAY

USARAU

Forever
LOVE

LOVE
YOU
EVERY DAY

TITS BATHROOM
SELFIE TALK 2 DYE

MISS YOU
ALREADY
VEDEN

LIV
I'M MISS
YOU

Forever
in my
heart

TITS - R
Always

LOVE



MAD

A+J

I LOVE YOU
ALL MY
WEDNESDAYS



your
moves
FLANNERS

IT'S ALL!!!
LOVE!!!



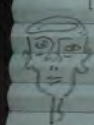
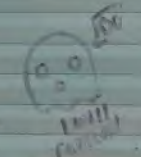
Love Wins
MILWAUKEE, WI
This summer would have been the 57th anniversary of This is It!. Unfortunately, that celebration will not come to pass. As of today, we have closed our doors permanently. The COVID crisis and the years following 2020, coupled with the 8 month closure of our street and sidewalk last year, put the business in a position that we could not ultimately overcome.

Love Wins
One last time, we honor our founders June and Joseph Brehm. While they are no longer with us, they would have been fighting the last few years along side us. Their memory and legacy lives on in our hearts too.
It's with much sadness, but with so much love, we bid all of you farewell. Take care of each other, and please continue to support local and queer-owned businesses.

Love Wins
We would like to thank all the staff, performers, and friends who made the magic of This is It! happen over the years. We also thank everyone in the community for the many years of loyal patronage. This is It! has been so much more than a nightlife spot for the queer community. It has been a gathering place, a safe place, a second home, and the memories made at the bar will stay in our hearts forever. We want you to know that we did everything we could to keep our doors open for you.

Existence is Power WE WILL COME BACK. LOVE YOURSELF TONIGHT LIVE JEVA

I owe you
all my
wednesdays

Everyone has you!

Love you
will always
love you!
This is it w-ll
always be home!!



GATHER THEM

18+
EVERYONE INVITED

THE OFFICIAL THIS IS IT! CLOSING PARTY AND BENEFIT SHOW

PERFORMANCES BY:	EVENT SCHEDULE
WIKKA STRAND MELEE AUBREY DEL MAR ROXY TOBIN LOLA ROME PRINCESS JANELZA	5-8 PM REUNION MIXER/ACTIVITIES 6-7 PM RINGO BY ESTER FLORASE 8 PM DRAG SHOW STARTS 10-12 AM DANCE PARTY

SOUNDS BY:
OUTERMANOR & POLICE CREATES HIPPIES

FRIDAY 03.28.25 5PM-MIDNIGHT

THE COOPERAGE 822 S Water St, Milwaukee, WI 53204

FREE ENTRY
DONATIONS AT THE DOOR ENCOURAGED!
ALL PROCEEDS GO TO YOUR FAVORITE FORMER SHOW HOSTS!

Stand up! we are here!

THIS WAS HOME. "Ah, MEN" ~Jesus

GIRL! MAW!

NEVER FORGET -JAE KINGSLEY

JOSS J-WE T-EE B-GY 45W2ND



THAT'S THE WAY TO
THE
HALLWAY

THIS
WILL
ALWAYS
BE IT!



IT'S
ALL
LOVE
OVA
HERE

Rip Aletha

JACOB VELICER
PHOTOS BY JACOB - 8/2

Chari

CHASE
@ChaseLewin

SUPERMAN

CHIEF

THANK YOU

LIV

ASK
E

DONT FORGET
WE MADE THIS

POSIE

JACOB
JILL

Alysha Velicer

BLITHE

MIA SPEARS

CHD

Mama Jill

ROXY

ADP

THANK YOU
JILL

NOVAPALOOZA PARK

Goodbye

We love u
4ever

CRUEL WORLD

Madeline

FOREVER IN OUR
DREAMS XOXO LEAH

Ruby
Redacted

YOU'LL ALWAYS
BE OUR STORY.

THANKS
JONN 4 THE LUG





BUD
LIGHT



DEAD ME WAS HERE !!!

I miss you so much

This is it
is home
so taking
fuck up

GLADYS

Found
A Home here B4 LOVE

long live
this place &
history. @Savva

LONG LIVE

T
I
T
S

GATHER THEM

18+
EVERYONE INVITED

THE OFFICIAL THIS IS IT! CLOSING PARTY AND BENEFIT SHOW

PERFORMANCES BY:		EVERY SCHEDULE	
6:30 PM	THE COOPERAGE	6:30 PM	THE COOPERAGE
7:00 PM	THE COOPERAGE	7:00 PM	THE COOPERAGE
7:30 PM	THE COOPERAGE	7:30 PM	THE COOPERAGE
8:00 PM	THE COOPERAGE	8:00 PM	THE COOPERAGE
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11:00 PM	THE COOPERAGE	11:00 PM	THE COOPERAGE
11:30 PM	THE COOPERAGE	11:30 PM	THE COOPERAGE
12:00 AM	THE COOPERAGE	12:00 AM	THE COOPERAGE

FRIDAY 03.28.25 5PM-MIDNIGHT

THE COOPERAGE FREE ENTRY

822 S Water St. Milwaukee, WI 53204

WILL CURRY

ULTRAVIOLET SURVEILLANCE

We Don't forget!

poor decisions lead to poor consequences. Karma

Wait... y'all closed? → That's so gay "Chlorine"

THANKS FOR ALL THE GAY MEMORIES!

YOU'LL ALWAYS BE PART OF OUR STORY... AND THE STORY GOES ON!

"Owner" is... HOME

PERMANENTLY CLOSED

BULLSHIT!

MISS TITS M

Since 1973

hi i'm new here but been around

Show me your ti.... ope. Y'all closed.

WARRIORS
-REVES

TOP ONE
LONG
LIVE
TITS
EMKAY

KOBY

LOVE

DT
Q
EVH

THE BEST
2nd
Hall Year!
HONOR!
20th

Coming Soon

LOVE
HEART
LOVE
HEART

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LOVE
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LOVE

WE ARE
NOT GOING
ANYWHERE

27th

1st Home
2nd Home
3rd Home
4th Home

LOVE
LOVE
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