



For Immediate Release

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**‘If It Makes a Cloud, It’s Not Allowed’
Chill on the Hill Celebrates 3rd Year Smoke-Free**

Milwaukee—Chill on the Hill, one of Milwaukee’s most beloved outdoor concert series, is celebrating three years as a smoke-free event, including both traditional cigarettes and e-cigarettes.

Over the years, the [Bay View Neighborhood Association](#) realized its number-one complaint was the presence of smoke during the concert, located at Humboldt Park’s band shell. So, its board members listened to the concert-goers and decided to make the series smoke-free.

“If it makes a cloud, it’s not allowed,” says Board President Patty Pritchard Thompson in a [promotional video](#) created by the [City of Milwaukee Tobacco-Free Alliance](#) to celebrate Chill on the Hill’s success as it closes out its 2018 season on Tuesday, August 28, at 6 p.m., with Zach Pietrini and Mike Mangione & the Kin with Trapper Schoepp performing.

“Milwaukee residents are enjoying more smoke-free events and outdoor spaces each year,” says Anneke Mohr, coordinator for the City of Milwaukee Tobacco-Free Alliance. “These spaces benefit everyone by eliminating secondhand smoke exposure and providing a supportive space for those trying to quit smoking. We applaud the Bay View Neighborhood Association for listening to community concerns and creating a fun, family-friendly environment for everyone who attends Chill on the Hill.”

Momentum for smoke-free outdoor spaces is growing across the state, as cities from [Oshkosh](#) to [Ashland](#) are implementing tobacco-free parks policies. Organizers are doing so in response to community feedback, as well as the cigarette butt clean ups conducted by youth from [FACT](#), Wisconsin’s youth tobacco prevention movement. Jars full of cigarette butts from these clean ups provide a stark visual reminder of the environmental and health impacts of tobacco litter in outdoor spaces. In addition to Chill on the Hill, other smoke-free outdoor spaces in Milwaukee include the Milwaukee County Zoo, Miller Park, and the Estabrook Park Beer Garden.

To learn more about the City of Milwaukee Tobacco-Free Alliance and additional smoke-free venues in Milwaukee County, contact Anneke Mohr at amohr@communityadvocates.net or 414-270-2948. To watch the Alliance’s Chill on the Hill video, [click here](#).

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