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FOR IMMEDIATE RELEASE

The Friday Night Freak Show Series Triumphantly Returns September 20 at The Oriental Theatre

Milwaukee, WI – August 6, 2024 – WMSE 91.7FM, Milwaukee’s only free-form, community-supported radio station, is excited to announce the return of the Friday Night Freak Show monthly series to a new location at The Oriental Theatre. Since 1927, the Oriental Theatre has been a historic landmark on Milwaukee’s East Side.

The Friday Night Freak Show will debut at its new home on Friday, September 20, featuring Quentin Tarantino's “Reservoir Dogs.” The event begins at 6:30 p.m. with a DJ set by Johnny Z from the Chicken Shack program, followed by the film screening at 7:30 p.m.

“We are ecstatic to embark on this new collaboration with WMSE to host the incredibly popular film series Friday Night Freak Show,” said Cara Ogburn, artistic director for Milwaukee Film. “Hosting this quintessential, fun, and high-energy Milwaukee program at our historic Oriental Theatre every month is an opportunity we eagerly embrace.”

The Friday Night Freak Show is a beloved monthly film series hosted by WMSE 91.7FM, featuring cult classics, iconic movies, and fan-favorite films. Known for its unique and eclectic selections, each event begins with a DJ set, providing a lively atmosphere and setting the tone

for the evening. Following the music, attendees enjoy a screening of a carefully chosen film, often from the realms of classic, independent, or genre cinema.

The Friday Night Freak Show is sponsored by 3 Sheeps Brewing and Milwaukee Film. Tickets can be purchased at mkefilm.org/reservoirdogs

"We're thrilled to bring the Friday Night Freak Show to the stunning Oriental Theatre," said Station Manager Tom Crawford. "The support from our community for the Friday Night Freak Show over the decades has been incredible. At WMSE, we love bringing together Milwaukeeans who share a passion for music and art, and this move perfectly illustrates that commitment. A huge thank you to 3 Sheeps Brewing and Milwaukee Film for their generous partnership. We encourage everyone to come out and enjoy the fun. We'll see you at the Freak Show!"

About Milwaukee Film

Milwaukee Film is a nonprofit arts organization dedicated to entertaining, educating, and engaging our community through cinematic experiences, with a vision to make Milwaukee a center for film culture. Milwaukee Film is committed to high-quality and accessible film programming through their operation of the magnificent Oriental Theatre, a historic cinema palace, and the iconic Downer Theatre, Milwaukee's oldest running cinema. The inaugural Dialogues Documentary Festival will run September 26-29, 2024. The 17th annual Milwaukee Film Festival will be held April 24 - May 8, 2025. For more information or to become a Member, visit mkefilm.org.

About WMSE

"Anti-established" in 1981, WMSE 91.7 FM – Frontier Radio has grown into Milwaukee's truest and longest-standing music radio institution. A financially independent department of the Milwaukee School of Engineering (MSOE), WMSE – with a 24-hour free-form format representing every musical genre – has been primarily funded by listening supporters and community partners since 1997. The station's vision is to educate the listening community by providing a wide selection of musical programming not heard anywhere else in the market. WMSE is Milwaukee's champion for the city's diverse community of musicians and artists. For more information, visit www.wmse.org.