



EXPLORE MILWAUKEE'S HIDDEN WATER STORIES...

WANT TO EXPLORE OUR CITY? WANT TO HAVE FUN WITH YOUR FRIENDS? READY TO DISCOVER HOW WATER CONNECTS OUR PAST, PRESENT, AND FUTURE? WATER STORY MKE IS A FREE APP BEING DEVELOPED BY REFLO TO REVEAL THE WATER STORIES HIDDEN IN PLAIN SIGHT THROUGHOUT MILWAUKEE.

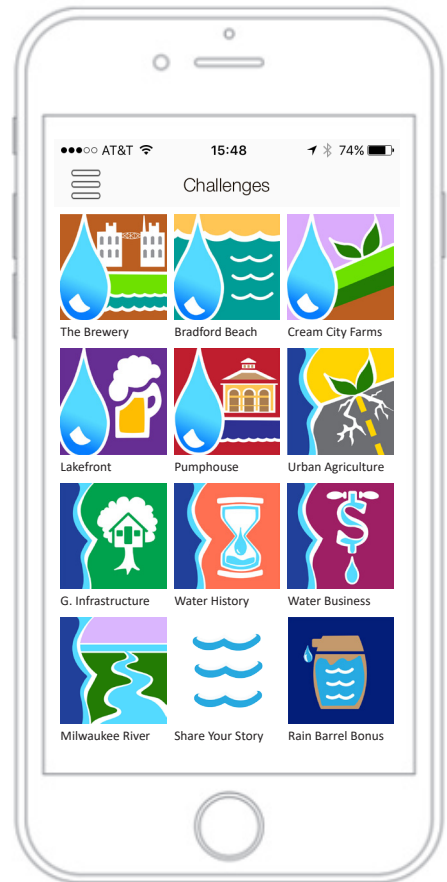
Water Story MKE is a digital scavenger hunt. All you need to play is a smartphone and a sense of adventure. Travel to five pilot sites across the city in your quest to earn Water Drop points. Play games, explore secret areas, and unlock themed treks. On your journey, hear the real stories of Milwaukee's water citizens. Add your own voice to the community by posting video reflections with the tag #waterstorymke. Leave your mark by climbing the leaderboard.



The app is being built now. The pilot will launch this summer at the Great Water Race on July 22. It's perfect for school groups, families, tourists, and office outings. Find out why Milwaukee is a "Water City."

Water Story MKE is a Reflo project in collaboration with Ex Fabula and supported by Southeastern Wisconsin Watersheds Trust and in part by a grant from the Wisconsin Humanities Council*, with funds from the National Endowment for the Humanities** and the State of Wisconsin.

Join us for the Great Water Race.
<http://refloh2o.com/water-story/>



GREAT WATER RACE CITYWIDE SCAVENGER HUNT JULY 22

*The Wisconsin Humanities Council supports and creates programs that use history, culture, and discussion to strengthen community life for everyone in Wisconsin.
**Any views, findings, conclusions, or recommendations expressed in this project do not necessarily represent those of the National Endowment for the Humanities.