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## Welcome to Shorewood!

### Blue's Egg Opens in Shorewood!



Blue's Egg finally cracked open their doors in Shorewood on May 29th at 4195 N. Oakland Ave.

Their creative menu is filled with comfort food classics like Eggs Benedict and some interesting combinations you wouldn't expect like Lemon Cheesecake French Toast.

Did you know what EGG stands for? Blue's Egg's goal is to "provide hospitality, vision and a slice of community every day. By supporting the needs of the community, we strive to preserve the EGG: Everyone's Good Graces."

Open daily 7 AM - 2 PM

We're so egg-cited you're here! Welcome!

### Verizon is Back!

Shorewood once again has a Verizon store, providing a much-needed service for the community. Owner Sweta Lee owns three stores in the area and is involved in every aspect of her business. "What sets us apart is service. We go above and beyond for our customers, making sure the community is happy" says Lee.

They opened up in early May at 4007 N. Oakland Ave.

Hours Mon-Sat 10 - 8 PM, Sun 10-6 PM

We're glad you're here! Welcome!



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## Business Spotlight

### Little Sprouts Play Café

Meet Adrienne Shea, owner of Little Sprouts Play Cafe at 4610 N. Wilson Drive, who opened December 11, 2016.



It is a shoe-free (socks required), indoor play cafe, ideal for children up to 6 years old. Young kids will love imaginative inspired play. Parents will love the free Stone Creek coffee and free WI-FI. Birthday parties are one of their specialties and were voted 1st runners-up for Favorite Birthday Party Venue by the Shepherd Express.

"Our play space features toys and structures meant to inspire your child's imagination. We strive to provide young kids with a space to socialize, engage, and feel safe.

I love the great community that comes with Shorewood. Perhaps the best part of the community is how family

focused it is. When considering locations for Little Sprouts Play Cafe, that family focus was exactly what I was looking for in an ideal community match. Beyond that, I have a special love for Shorewood as I spent most of my own childhood as a Shorewood resident" said Shea.

"I love how fun it is to collaborate with Shorewood for various events through the Village. We've been able to stretch our creativity by joining such events as the Tree Lighting and 4th of July Parade. The support that Shorewood has offered us has been amazing... and hopefully, we've returned the support to some of the local families in the area."

Shea is excited about the launch of their Little Brew Bar coffee cart that will be seen at various events throughout Shorewood. They will be premiering at the Shorewood BID event, Summer Saturday on June 2nd (more info below), so make sure you come and check them out! Towards the end of June, they'll be available to book for private events, birthday parties, and more.

In addition to their Summer a la Carte themed mini sessions, Shea continues to add a variety of individual workshops, featuring themes like Fairy Houses, Superheros, and Sensory Play. Parents will be able to find programs for their kids ages 6 months - 6 years!

### Summer hours

Monday : 9am – 1pm

Tuesday : 9am – 1pm

Wednesday : 9am – 3pm

Thursday : 9am – 6pm

Friday : 9am – 3pm

Saturday : 9am – 1pm

Sunday : CLOSED

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## Shorewood BID events



Our first Summer Saturday is TOMORROW June 2nd.

Here are the vendors that will be there from 10am - 2pm. The theme is Father's Day! So bring the dad in

your life for some pampering (Luxe Salon will be there offering men's services and products, alongside Groom for Men) or make sure you have that gift tucked away and ready for June 17! The weather is supposed to be gorgeous! Come on out and enjoy!

[Joe-Mama Creations](#) (Usable, drinkable, treatable, adorable, artful gifts for yourself



We are furiously gearing up for the 15th Annual Shorewood Criterium Cycling Classic presented by Lake Bluff Dental on Thursday, June 28th!

We have made the day longer, the course a bit

shorter, and are packing more fun into the day than ever! We hope to see you all there!

### Race Schedule

11:30am – 12:10pm Category 3/4/5 Women

12:20pm – 1:00pm Category 4/5

and others!)

[Luxe The Salon](#) (offering men's hair/neck cleanups & product)

[E & M Candles](#) (candles hand poured in Shorewood)

[Just Goods](#) (unique items. Shop LOCAL, FAIR and ECO all in one place!)

[The Julery](#) (modern, affordable, natural stone jewelry and accessories)

[Alonzo Artistry](#) (Cut Bottle Barware and Repurposed Wine Storage. )

[MissMashed Creations](#) (Vintage and thrifted items, combined to create interesting new pieces)

[Groom For Men](#) (offering products)

Face painting by Alicia

[StreeTaco King](#) - Shorewood's best and only tacos

[Little Sprouts Play Cafe](#) Little Brew Bar (serving coffee on their first time out!)

1:10pm – 2:00pm Masters 3/4 40+, 50+, 60+  
2:10pm – 3:00pm Category 3  
3:10pm – 4:10pm Masters 1/2/3 40+, 50+, 60+  
4:20pm – 5:20pm Pro 1/2 Women  
5:30pm – 5:50pm Fyxation Open – Women  
5:55pm – 6:15pm Fyxation Open – Men  
6:20pm – 7:00pm Kid's Roll  
7:00pm – 8:30pm Pro 1/2 Men

### **Kid's Roll**

The Kid' Roll this year will have four heats starting at 6:20 pm. Kids can register at North Shore Bank 4414 Oakland beginning at noon the day-of and get swag and race number thanks to North Shore Bank. This year the kids start at 4596 N. Oakland and end at the big kid finish line at Oakland & Lake Bluff.

Little Sprouts Play Cafe will host bike decorating from 4 - 6 pm at 4496 Oakland thanks to Kensington Liquor making their parking lot available. Culver's will put smiles on the kids faces as they receive ice cream at the finish line.

### **Friends & Neighbors Can Show Support for these Fine Athletes**

One and all can show support for this great community event by sponsoring a Prime (preem). A business, your event party goers, or a group of neighbors (anyone) can get in on the fun action. You simply pick an amount, pick a race and pick a lap and the announcer will say to the racers *"The first one to pass the start line in the next lap will win \$100 from the Lang Party, whose block party is the life of Maryland Ave"*.

Contact Ericka for more details.  
Director@shorewoodwi.com,  
414.248.2532



**Q-TICLES - 7 years!**  
**Get Dolled Up! - 5 years!**  
**The Chocolate Factory - 4 years!**  
**Positronic Tattoo - 3 years!**

**Congrats everyone!**

*Have an anniversary coming up? Email [Ericka](#) or [Sarah](#) and let us know!*

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**Shorewood Businesses Specials & Events**

## Olson House's Two Year Anniversary Celebration!



We are going to be celebrating our 3 year anniversary with a 2 day long Scandinavian Midsummer celebration The evening of Friday, June 22nd & the morning of Saturday, June 23rd - a celebration so big we needed two events.

Follow [Olson House on Facebook](#) for all the up-to-date details on this and all of their events!

## Mixtape MKE Three Lions Pub Saturday June 23 9pm - 12am



Come to Three Lions Pub on Saturday, June 23rd from 9pm - midnight and see Mixtape perform your favorite UK & Euro-pop, New Wave, and classic American hit songs from the height of the MTV era. Party!



### 10% off all wet-shaving supplies!

Get dad that shiny new razor, shaving brush or aftershave. Wisconsin's largest selection of traditional shaving supplies, featuring brands like: Proraso, Taylor of Old Bond Street, Edwin Jagger, Kent, Feather, Merkur, Simpsons & so much more. Mention this special at checkout. June 12th - 16th.



### 10% off all of our personal training packages for the entire month of June!

One month adult single membership for only \$25 during the months of June, July, and August.



Get Dad a new MiiR stainless steel vacuum insulated growler (64oz or 32oz) and get it filled for free\*.



\*64oz \$20 value for fill, 32oz \$10 value

The Shorewood Foundation Presents



SWIM 12:30–2 pm

Free all-ages swim @ SHS VHE Pool



**DECORATION STATION 1:30 pm** Kensington Liquors' Parking Lot  
Kids! Bring your wheels of choice to get ready for the parade & contest! Sponsored by Little Sprouts Play Café and contest/prize sponsored by The Shorewood Foundation.

**PARADE 3 pm**

Starts @ Oakland Ave & Kensington Blvd to River Park

**ICE CREAM 4 pm**

Music and free ice cream at parade finish, River Park

**ATWATER PARK 5:30–9 pm**

Festivities with food, beverages and entertainment

**FLAG CEREMONY 7 pm**

Flag Ceremony and introduction of Parade Marshall

**SHOREWOOD FOUNDATION FIREWORKS**

**9:30 pm or dusk**

@ Atwater Park



**Want to sponsor or participate in the parade or have questions?  
Please contact [Sarah!](#)**

## Community Calendar

### June 2 - Summer Saturday's @ Wood Square

10:00 am - 2:00 pm @ Wood Square outdoor market space, 4115 N. Oakland, across from The Ruckus

**June 2 & 3 - St. Robert Fair**

9:00 am - 10:00 pm 2200 E. Capitol Dr

**June 9 Shorewood Men's Club BBQ**

11:30 am - 7:00 pm at Atwater Park

**June 28 Shorewood Criterium Cycling Classic**

11:30 am - 8:30 pm Oakland Ave, from Olive St to Kensington Blvd

Do you have BID news you want us to talk about?

Please email [Ericka](#) or [Sarah](#) and let us know!

**Are you an in home business in Shorewood?**

The BID serves the Shorewood business community and we would like for all Shorewood businesses to be a part of it!

Please contact [Ericka](#) for more info!