



ESPN Madison Office
821 E Washington Ave, Suite 500
Madison, WI 53703
☎ 414.209.3100
🌐 ESPNWisconsin.com

ESPN Madison Becomes New Home of Milwaukee Brewers Baseball

Madison, WI (December 10th, 2024) – Beginning with the 2025 MLB season, 100.5 ESPN Madison will become Madison’s new radio home of the Milwaukee Brewers.

With the addition of Milwaukee Brewers baseball, 100.5 ESPN (WTLX) expands its sports coverage lineup, which already includes Wisconsin Badgers Volleyball and the Milwaukee Bucks Radio Network.

“We are excited to have 100.5 ESPN Madison joining as a key voice in the Brewers radio family,” said Tyler Barnes, Senior Vice President – Communications and Affiliate Operations for the Brewers. “We look forward to the station bringing all of the action to our fans in the Madison area starting in just a few months as we head into the 2025 season.”

Good Karma Brands Milwaukee-owned station 620 WTMJ has served as the flagship station for Milwaukee Brewers baseball since 1971 in addition to being the home of the Milwaukee Bucks Radio Network.

"Milwaukee Brewers baseball has a rich history that resonates deeply with fans across Wisconsin, and we're thrilled to bring that tradition to Madison," said Craig Karmazin, founder and CEO of Good Karma Brands. "For decades, 620 WTMJ has been the iconic home of Brewers baseball, and we're proud to expand that legacy by making Brewers broadcasts accessible to even more fans in Madison. This partnership not only strengthens our commitment to delivering top-tier sports content but also creates incredible opportunities for our fans, partners, and teammates to connect with the game they love."

The 2025 Milwaukee Brewers regular season begins Thursday, March 27th visiting the New York Yankees, with the home opener set for Monday, March 31st hosting the Kansas City Royals at American Family Field.



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ABOUT GOOD KARMA BRANDS

As a proud partner of ESPN, GKB represents the ESPN Radio Network and Podcasts, the full portfolio of ESPN Digital Products, ESPN Events and local ESPN affiliated radio stations in eight markets including Beaver Dam, Cleveland, Chicago, Madison, Milwaukee, New York, Los Angeles, and West Palm Beach. GKB's other audio assets include Newsradio 620 WTMJ and 101.7 The Truth in Milwaukee, and 95.3 WBEV in Beaver Dam, WI.

With offices throughout the country and our home office in Milwaukee, Wisconsin, GKB's team includes over 550 teammates and was recognized as a "Best Place to Work" by multiple organizations, including Front Office Sports and Sports Business Journal.

For a full list of assets and more information, please visit www.goodkarmabrands.com