



#### Good Karma Brands Home Office

720 E Capitol Drive  
Milwaukee, WI 53212

☎ 1 - 414 - 209 - 3100

🌐 [GoodKarmaBrands.com](http://GoodKarmaBrands.com)

## Good Karma Brands Announces Home Office, Radio Stations Move to The Avenue

**JUNE 2, 2021 (MILWAUKEE, WIS.):** Good Karma Brands is excited to announce a move to The Avenue in downtown Milwaukee. The company's Home Office operations, as well as its four Milwaukee-based radio stations, including Newsradio 620 WTMJ, 94.5 ESPN, 540 ESPN, and 101.7 The Truth, will make the move in 2021.

"It is incredibly important to us as a local operator of world class brands to be a part of the fabric of the local community and the cities in which we live and work," said Founder and Chief Executive Officer, Craig Karmazin. "We couldn't be happier with The Avenue and 3<sup>rd</sup> Street Market Hall as it is a symbol of the growth, investment and diversity present in downtown Milwaukee development, and aligns directly with our values as a locally owned company passionate about serving our local community."

Good Karma Brands' Home Office and Milwaukee-based radio station operations will be located on the second floor of The Avenue, in a space designed and developed for the growing company. The radio station studios will be located on the first floor in the 3<sup>rd</sup> Street Market Hall as a featured activation within the space.

The move to The Avenue is particularly noteworthy for Newsradio 620 WTMJ, as it concludes an 80-year history at the Radio City location on Capitol Drive in Milwaukee.

"Saying both thank you and farewell to Radio City, home of WTMJ since 1941, brings with it a deep feeling of gratitude for the support of the legendary WTMJ brand and the rich history of that building, while also looking forward to the path ahead at The Avenue," said Vice President and Market Manager, Steve Wexler.

"Our radio stations, WTMJ, ESPN Milwaukee and The Truth, underscore and reflect the importance of news, sports and local community engagement, while also relying on the history and heritage of the city of Milwaukee and the people of Milwaukee," added Wexler. "To join the 3<sup>rd</sup> Street Market Hall and The Avenue in their quest to both honor that heritage and spirit of Milwaukee while ushering in new ideas and innovation is the perfect complement to our mission as well."



**Good Karma Brands Home Office**

720 E Capitol Drive  
Milwaukee, WI 53212

☎ 1 - 414 - 209 - 3100

🌐 [GoodKarmaBrands.com](http://GoodKarmaBrands.com)

Construction is underway for the project, which is anticipated to be complete in 2021. Good Karma Brands employs 291 teammates throughout the United States and 130 teammates in Milwaukee, and anticipates continued growth in the future.

###

**ABOUT GOOD KARMA BRANDS:**

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. In addition to Newsradio 620 WTMJ, 101.7 The Truth, ESPN Milwaukee, and ESPN Madison, radio assets include four additional ESPN affiliated radio stations in Chicago, Cleveland, and West Palm Beach, and two radio stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers local marketing partners geo-targeted advertising on ESPN's digital platforms. In addition to its radio assets, GKB boasts a number of premium brands, including an events division that produces the Wisconsin Sports Awards, Tundra Trio hospitality houses in Green Bay, Wis., and the RoofClaim.com Boca Raton Bowl. For more information, please visit [www.goodkarmabrands.com](http://www.goodkarmabrands.com).

**For more information or interview requests, please contact:**

Liz Staed | [lstaed@goodkarmabrands.com](mailto:lstaed@goodkarmabrands.com)