



OFFICE OF THE COUNTY EXECUTIVE  
*Milwaukee County*  
SCOTT WALKER • COUNTY EXECUTIVE

**FOR IMMEDIATE RELEASE**

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For more information, please contact  
Fran McLaughlin (414) 278-4244, cell: (414) 235-6592

**WALKER EXTENDS WELCOME TO “TRANSFORMERS 3” CAST AND CREW**  
Film to bring jobs, economic impact and visibility to the community

MILWAUKEE – County Executive Scott Walker welcomes the “Transformers 3” cast and crew to Milwaukee and expressed his support to build a stronger film and television industry for the region. Director Michael Bay’s latest installment of the hit “Transformer” franchise will take over the Milwaukee Art Museum today and tomorrow to film a key scene for the sci-fi action movie.

“When the film is released next summer, a worldwide audience will see the magnificence of the Milwaukee Art Museum’s Calatrava design and attract more visitors to Milwaukee County,” said Walker.

A crew of about 150 and an additional 50 locally paid extras will rub shoulders with some of the stars expected to be part of the Art Museum scene. Among the local crew are at least five area college students who are gaining invaluable experience working as paid production assistants. Short-term, this film is expected to pump about \$1 million into the local economy through their stay on such things as hotels, restaurants, equipment rentals and local payrolls.

Walker praised the efforts of VISIT Milwaukee, Film Wisconsin and the public and private organizations, including County and City departments that have worked for several months to bring this high-profile project to Milwaukee and orchestrate the complicated logistics involved with these films.

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