

EXCLUSIVE: New Name For Miller Park Is “American Family Field”

By Mark Belling, WISN-AM

I have learned that the new name for the Milwaukee Brewers stadium will be “American Family Field.” American Family Insurance acquired the naming rights to Miller Park last year but there has never been an announcement of the exact name of the stadium. Top officials of American Family disclosed today to executives that it will be American Family Field.

Miller Brewing bought the naming rights on a 20-year deal before the stadium opened in 2001. Miller complained last year that the rights were sold to another company but it is unclear if Miller ever put in a bid.

American Family is title sponsor for Summerfest and the Amphitheatre at Summerfest and the company is building a new office complex in Milwaukee. As stated, it has been known for some time that American Family was taking over the name of Miller Park, but until now the exact wording was not known.

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