

EXCLUSIVE: Paul McCartney To Headline Summerfest July 8

I have learned that Summerfest has booked former Beatle Paul McCartney to headline at the Marcus Amphitheatre Friday July 8. A teaser billboard campaign for a Milwaukee show has already been launched but the date and venue have not been publicly revealed. I reported three weeks ago that Summerfest had made an offer to McCartney and was pushing aggressively to land him. Summerfest Entertainment Director Bob Babisch at the time said he had no confirmed contract with McCartney but acknowledged an offer had been made. Sources tell me Summerfest has deliberately held the July 8 date open in anticipation of landing McCartney. The ex-Beatle is in the “cashing in” phase of his legendary career and has been touring virtually non-stop for four years. His last Milwaukee appearance was at Miller Park in 2013. McCartney is currently touring the upper Midwest but is doing several shows in Europe in June. The last scheduled European show is June 30.

Ticket prices will likely be very high, by Summerfest standards. This is the second year in a row that Summerfest has landed a rock and roll icon following last year’s Rolling Stones show.

Mark Belling
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