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Media Contact Line: (414) 519-8482

**‘NO BOUNDARIES’ RETAIL STORE OPENS AT MKE**  
*One-stop shop for outdoor recreation brands and essentials*

**MILWAUKEE (December 9, 2020)** – Milwaukee Mitchell International Airport is excited to announce the opening of a ‘No Boundaries’ retail store inside the Airport’s Main Terminal. This latest opening is part of a major refresh to the food, beverage, and retail offerings inside MKE.

The store is operated by Paradies Lagardère and offers a variety of outerwear clothing, equipment, and accessories from popular national brands like Columbia, KÜHL, Aventura, and more.

“With more people seeking outdoor destinations for leisure travel this winter, we couldn’t picture a better time to welcome No Boundaries to Milwaukee Mitchell International Airport,” said Airport Director Brian Dranzik. “Whether you’ve come here to hit the snow-covered slopes, do some cold-weather camping, or if you’re simply trying to enjoy some time outside -- No Boundaries has the gear to meet the needs of travelers who crave adventure.”

No Boundaries also offers plenty of great gift-giving options this holiday season from the popular CamelBak water bottles to Atomicchild’s fun graphic socks depicting the great outdoors.

The No Boundaries location inside MKE was crafted using sustainable, energy-efficient materials. The graphics displayed throughout the store serve to inspire and remind travelers of all the great outdoor destinations Wisconsin has to offer such as Lake Superior, Devil’s Lake State Park, Milwaukee’s Pierhead Lighthouse, and more.



No Boundaries is located pre-security, adjacent to the Summerfest Marketplace. The store is open daily from 8 a.m. until 4 p.m. with hours subject to change during COVID-19.

*Milwaukee Mitchell International Airport (MKE) currently offers nonstop flights to 35 destinations coast-to-coast, and more than 200 international destinations are available with just one connection. MKE is served by Air Canada, Alaska, American, Delta, Frontier, Southwest, and United. The complete list of nonstop cities can be found at [mitchellairport.com](http://mitchellairport.com).*

*MKE is owned by Milwaukee County and operated by the Department of Transportation, Airport Division, under the policy direction of the Milwaukee County Executive and the County Board of Supervisors. The Airport is entirely funded by user fees; no property tax dollars are used for the Airport’s capital improvements or for its day-to-day operation.*