

FISERV FORUM PROVIDES TWO SENSORY ROOMS TO ENSURE INCLUSIVE EXPERIENCE FOR ALL FANS

More than 800 arena staff members receive training to assist guests with sensory needs

--Fiserv Forum is the first sports and entertainment venue in Wisconsin to be awarded with KultureCity's Sensory Inclusive Certification--

MILWAUKEE (Nov. 21, 2019) – In its commitment to offer an inclusive and comfortable experience for all fans, Fiserv Forum contains two dedicated sensory rooms for guests with sensory processing needs to utilize during all events. The arena also offers complimentary sensory bags with helpful tools, such as noise-cancelling headphones.

More than 800 of Fiserv Forum's event staff members have received training on how to recognize and assist fans with sensory needs. As a result of its sensory inclusive program, Fiserv Forum has become the first sports and entertainment venue in Wisconsin to be certified as sensory inclusive by KultureCity, a leading non-profit recognized nationwide for using its resources to revolutionize and effect change in the community for those with sensory needs.

"In our effort to be the most inclusive and accessible sports and entertainment venue in the world, Fiserv Forum is dedicated to providing an enjoyable and accommodating experience for everyone," said Fiserv Forum Director of Guest Experience Jill Barry. "We appreciate the support from KultureCity for helping to design the sensory rooms and training our staff in sensory awareness and understanding. We're proud to offer these important resources to our guests with sensory processing needs so they can fully enjoy the exciting events Fiserv Forum has to offer."

As the first NBA arena to offer two sensory rooms, Fiserv Forum gives fans seeking a quieter or more secure environment a destination to visit in the lower bowl (by Section 110) and upper bowl (by Section 212). Each room includes soothing paint tones, tactile wall hangings and comfortable furniture.

The sensory bags are available at the guest concierge desks located near Sections 109 and 212, as well as the BMO Club coat check for BMO Club guests. In addition to noise-cancelling headphones provided by Puro Sound Labs and fidget tools, the bags consist of verbal cue cards produced in conjunction with Boardmaker and a KultureCity VIP lanyard.

Sensory sensitivities or challenges with sensory regulation are often experienced by people with autism, dementia, PTSD and other similar conditions. One of the challenges for these individuals is sensitivity to overstimulation and noise, which offers challenges in attending any large and crowded event.

With the sensory inclusive certification, Fiserv Forum is now better prepared to assist guests with sensory sensitivities to ensure they have the most comfortable and accommodating experience possible when attending a Bucks or Marquette basketball game, concert or other special event.

Prior to visiting Fiserv Forum, guests can download the free KultureCity app to view what sensory features are available and where they can access them. A Social Story is also on the app to provide a preview of what to expect while enjoying an event at Fiserv Forum.

“It’s heartwarming that families can comfortably attend an event at Fiserv Forum with their loved ones who have a sensory challenge,” said Dr. Julian Maha, KultureCity co-founder. “Our communities are what shapes our lives and to know that Fiserv Forum is willing to go the extra mile to ensure that everyone, no matter their ability, is included in their community is amazing.”

About KultureCity

KultureCity is a leading non-profit recognized nationwide for using their resources to revolutionize and effect change in the community for those with sensory needs; not just those with Autism. Since the program’s inception, KultureCity has created over 350 sensory inclusive venues in four countries; this includes special events such as: NFL Pro-Bowl, NFL Super Bowl, and MLB All Star Weekend. KultureCity has won many awards for its efforts: NASCAR Betty Jane France Humanitarian Award in 2017, Cleveland Cavaliers’ Quiet Space Sensory Room at Quicken Loans Arena was a finalist for the 2018 StadiumBusiness Award, and the 2018 Clio Sports Silver for social good in partnership with Cleveland Cavaliers/Quicken Loans Arena. Recently, KultureCity was awarded one of the World’s Most Innovative Companies for 2019 by FastCompany.

About Fiserv Forum

Fiserv Forum is a preeminent sports and entertainment arena in downtown Milwaukee that opened on Aug. 26, 2018. Designed by Populous, Eppstein Uhen Architects and HNTB, the venue offers incomparable sightlines, customer service, technology and amenities. Fiserv Forum includes 17,341 seats for basketball and up to 18,000 for concerts, with 34 luxury suites and three clubs. The new venue hosts a diverse variety of events, including the Milwaukee Bucks, Marquette University men’s basketball, major concerts, family shows and other sports and entertainment events, and has been selected to host the 2020 Democratic National Convention. In addition to Fiserv, Founding Partners for Fiserv Forum include BMO Harris Bank, Froedtert & the Medical College of Wisconsin, Johnson Controls and Miller Brewing Company.

For more information on Fiserv Forum, please visit: [fiservforum.com](https://www.fiservforum.com).

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