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### **Miller Lite sponsors St. Patrick's Day Free Rides in Milwaukee**

*Miller Lite Free Rides program, in partnership with the Milwaukee County Transit System, has provided over 40, 000 free rides in Milwaukee County over the past four years*

**MILWAUKEE – March 3, 2026** – As Milwaukeeans cheer to St. Patrick's Day across Cream City, Molson Coors is once again providing a way for revelers to celebrate responsibly. In partnership with the Milwaukee County Transit System (MCTS), residents and visitors will be able to access fare-free public transportation from **6 p.m. on Tuesday, March 17, until the end of regular service on all MCTS routes, through the Miller Lite Free Rides program.**

"St. Patrick's Day is one of Milwaukee's most festive traditions, and few things bring people together like Miller Lite's iconic green beer," said Alison Hanrahan, community affairs manager, Molson Coors. "As we celebrate this year, we encourage our community to do so responsibly and take advantage of free, reliable transportation on MCTS, courtesy of Molson Coors."

Since its debut in Milwaukee in 1988, Free Rides has provided **nearly 10 million rides** nationwide through partnerships with local transit agencies. The program highlights Molson Coors' commitment to bringing people together for safe and responsible celebrations. Last year, the program delivered more than 11,000 rides in the Milwaukee area for St. Patrick's Day.

St. Patrick's Day Free Rides kicks off the 2026 program, which will extend nationwide during other major holidays and sporting events throughout the year. Further details will be released later in the year.

In 2025, Molson Coors partnered with local transit agencies in eight cities to provide fare-free rides on three different occasions.

"At MCTS, our mission is to provide Milwaukee County residents and visitors with transportation they can trust. That is why we are once again partnering with Miller Lite to offer free rides on all our buses this St. Patrick's Day, starting at 6 p.m.," said Steve Fuentes, President and CEO, MCTS. "Whether you call Milwaukee home or are here for the festivities, you can count on MCTS for a safe ride wherever the celebration takes you."

In addition to Milwaukee, Molson Coors will activate its Free Rides program on March 17 in the Twin Cities.

Milwaukee-area residents can visit the [MCTS website](#) to review transit routes and make plans for a free ride this St. Patrick's Day weekend.

### **About Molson Coors Beverage Company**

For more than two centuries, Molson Coors has brewed beverages that unite people to celebrate all life's moments. From our core power brands Coors Light, Miller Lite, Coors Banquet, Molson Canadian, Carling and Ožujsko to our above premium brands including Madri Excepcional, Staropramen, Blue Moon Belgian White and Leinenkugel's Summer Shandy, to our economy and value brands like Miller High Life and Keystone Light, we produce many beloved and iconic beers. While Molson Coors' history is rooted in beer, we offer a modern portfolio that expands beyond the beer aisle as well, including flavored beverages like Vizzy Hard Seltzer, spirits like Five Trail whiskey and non-alcoholic beverages like ZOA Energy. As a business, our ambition is to be the first choice for our people, our consumers and our

customers, and our success depends on our ability to make our products available to meet a wide range of consumer segments and occasions. Molson Coors Beverage Company is a publicly traded company that operates through its Americas and EMEA&APAC reporting segments and is traded on the New York Stock Exchange and Toronto Stock Exchange. To learn more about Molson Coors Beverage Company, visit [molsoncoors.com](http://molsoncoors.com).

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