



FMI:
Jeff Schroeter
jeff.s@shopmetcalfes.com
608.235.3051

Amanda Metcalfe
amanda.m@shopmetcalfes.com
262.391.1782

For Immediate Release

Brat Fest 2015 Wrap Up

MADISON, Wis. (May 27, 2015) - As the puddles dried, the crowds flooded in, sending the 33rd annual World's Largest Brat Fest out in style. Festivalgoers came in droves to see the former lead singer of Staind, Aaron Lewis, perform his a few of his old songs and his new country music.

Memorial Day was honored with a presentation of colors by members of VFW Post 1318 and a singing of the national anthem by the lead singer of featured band Wayland, Mitch Arnold.

The official 2015 brat count landed at **159,608** narrowly missing last year's count by 6,262. Although the overall count did not set a record, Take Your Brat To Work Day sold a record number, **20,466** brats.

"Both Friday and Saturday saw record brat numbers, with an immensely successful Take Your Brat To Work Day. If only the weather had held, I have no doubt we would have had a record year," said Tim Metcalfe, who organizes Brat Fest with his brother, Kevin. "In the end it, it is not about how many brats we sell, its all about giving back to the Madison community."

Brat Fest was able to raise an estimated **\$125,000** with volunteers from 100 Dane County charities in 2015, including Boys & Girls Club of Dane County, Second Harvest Food Bank and Scouts With Special Needs. The 501(c)(3) has now raised over **\$1.5 million** through it's 33 year run and hopes to continue its mission for years to come.

Highlights

- **Total Brat Count**
159,608 brats
- **Total Donation to Charity**
\$125,000 (est)
- **Record TYBTWD**
20,466 brats

Photos



Resource Links

- Bratfest.com

Brat Fest 2015 featured 150 free live music act including headliners; Bret Michaels, The Charlie Daniels Band and Aaron Lewis, in addition to local staple Madison County. As well as, several other events and kid-friendly activities.

"I would like to give a sincere 'Thank you!' to all of our volunteers and sponsors because without them Brat Fest would not be possible. I hope everyone who attended Brat Fest 2015 had a wonderful time, I know I did. See you all next year for Brat Fest 2016," said Tim Metcalfe.

About The World's Largest Brat Fest

Brat Fest has been held every Memorial Day weekend since 1983 as a fundraiser for more than 100 charities and 501c3's that help staff the event. Tom and Margaret Metcalfe held the very first Brat Fest in front of their Madison, Wis. family-owned grocery store, Metcalfe's Market, with a 22" Weber Grill, a table and three chairs. It was a way for them to say "thank you" to their customers. In 2001, Johnsonville came on board as the "official brat" for the Festival. In 2005, Brat Fest outgrew Metcalfe's parking lot and moved to Willow Island at the Alliant Energy Center. Now more than 30 years later, the family-friendly Brat Fest features 100 free musical acts, free parking, free admission, fireworks, a carnival and of course, brats - with over \$1.5 million donated to local charities since 1983. For a complete list of Brat Fest programming, events, and highlights, visit www.bratfest.com and follow us on Facebook and Twitter (@bratfest).

Produced by Metcalfe's Market

Metcalfe's Market is a local, family-owned grocery store with two locations in Madison (Hilldale and West Towne), and one in the heart of downtown Wauwatosa. In its 98-year history, Metcalfe's has led the way in environmental practices. From creating a local food miles program featuring 3,000 local foods to 100 percent green power and composting, Metcalfe's Market is committed to a more sustainable Wisconsin. For more information on Metcalfe's Market, call 608.238.7612 or visit www.shopmetcafes.com.

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