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For Immediate Release

## World's Largest Brat Fest Filled with a Variety of Family Fun

MADISON, WI (May 13, 2015) - The World's Largest Brat Fest, Memorial Day Weekend (May 22-25), is bringing the community together and raising money for local charities. Last year, with the help of 3,000+ volunteers, Brat Fest raised more than \$138,000 for local non-profits. Since its humble beginning back in 1983, the Fest has raised and donated nearly \$1.5 million to more than one hundred local 501(c)(3)'s.

This year's Brat Fest will be overflowing with things to do for the whole family. The Kid's and Art Zone, Kayaking, Bratneyball, 5/10k Bun Run, Kid's MUDstard Run, Classic Car Show, Hometown Heroes, a full Carnival and Sunday night fireworks are just some of the family-fun attractions. Plus, free live music, free admission and free parking too. Other featured events this Memorial Day Weekend include:

**Steinhafels Sports Kids Zone**-For kids who love to move around! From soccer to sack races, bounce house inflatables, flag football, a mascot race and the brat toss, there will be something for every kid to do every day at Brat Fest!

**Steinhafels Kids Art Zone, presented by The Wisconsin Historical Museum**-Features activities, storytelling sessions with staff in costume, historical-themed art projects including Paul Bunyan Felt Beards, Brat Hats, Fabric Quilt Squares, Bead Bracelets and more. Art-based educational presentations will run each day as well. The presentations will last 10-15 minutes and leave plenty of time for parents and kids to talk with presenters and learn more about our state's rich history.

Highlights

See Resource Links below for comprehensive list of Brat Fest 2015's family attractions.

Photos



**Henry Vilas Zoo Animals**-In partnership with the Henry Vilas Zoo, this year's Brat Fest will feature education animals for children to interact with in the Kid's Zone on Saturday and Sunday from 11 a.m. to 1 p.m. Free shuttles will take you to and from Henry Vilas Zoo Saturday-Monday for admission-free between 10 a.m. to 5 p.m. so you can experience the new Arctic Passage exhibit—including polar and grizzly bears.

**Bratneyball**-A grass volleyball tournament at Willow Island will return to Brat Fest this year at 9 a.m. on Saturday, May 23 – rain or shine. The teams are coed with six players each. The tourney offers prizes in power and intermediate levels. All registered players get a Bratneyball t-shirt, brat and a choice of beer or soda. Brat Fest donates \$5 per registered player to Brat Fest Charities.

**The 4rd Annual Brat Fest Run/Walk** (The Tom Metcalfe Memorial Run)-The event features a 5K and 10K run, and a 1K Kids MUDstard Run for kids 10 and under on Saturday, May 23. Online registration for all run events is open through May 20 (walk-up registration also available).

**Sunday Night Fireworks**-Come join us Sunday evening at the World's Largest Brat Fest to witness a dazzling fireworks show light up the evening sky! Brat Fest offers one of Madison's most spectacular fireworks displays of the year, all free of charge. Bring family and friends, blankets and chairs, and your appetite for entertainmet - and we will provide all the amazing fireworks you can handle!

**Brat Fest Boot Camp**-Join Hybrid Athletic Club on Monday, May 25 at 9 a.m. for an hour of fitness before all the brats and funnel cakes. Open to all ages and fitness levels. Tickets must be purchased by May 24 through Eventbrite.

**Brittingham Boats Paddle Sports**-Kids can paddle canoes, kayaks or stand-up paddleboards. Take to the water on Friday, May 22 from 3-7 p.m., and from noon to 6 p.m. on Saturday-Monday, May 24-26.

See Resource Links to the right for a comprehensive list of all family fun activities at Brat Fest 2015.

#### Resource Links

- [Bratfest.com](http://Bratfest.com)
- [Facebook](#)
- [Carnival](#)
- [Kids Sports Zone](#)
- [Kids Art Zone](#)
- [Brat Toss](#)
- [Henry Vilas Zoo](#)
- [Bratneyball](#)
- [Bun Run/Walk](#)
- [Kids MUDstard Run](#)
- [Fireworks](#)
- [Boot Camp](#)
- [Paddle Sports](#)
- [Wienermobile](#)
- [Climbing Wall](#)
- [Bounce Zone](#)
- [Soccer](#)
- [Bag Sack Race](#)
- [Hometown Heroes](#)
- [Infinity Martial Arts](#)
- [UW Marching Band & Bucky](#)
- [Mascot Race](#)
- [Madtown Twisters](#)
- [Flag Football](#)
- [Classic Car Show](#)
- [Free Live Music](#)

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### **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 almost \$1.5 million donated to local charities since 1983. For a complete list of Brat Fest programming, events, and highlights, visit [www.bratfest.com](http://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](http://www.shopmetcafes.com).

### **Presented by Johnsonville Sausage**

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Wisconsin-based Johnsonville Sausage is the No. 1 national brand of bratwurst, Italian sausage, smoked-cooked links and fresh breakfast sausage links. Johnsonville employs approximately 1,400 members. Each member takes ownership of product quality to ensure the excellence and "Big Flavor" of Johnsonville Sausage. Founded in 1945 by Ralph F. and Alice Stayer, the company remains privately owned today. [www.johnsonville.com](http://www.johnsonville.com)