



FMI:  
Jeff Schroeter  
[jeff.s@shopmetcafes.com](mailto:jeff.s@shopmetcafes.com)  
608.235.3051

Amanda Metcalfe  
[amanda.m@shopmetcafes.com](mailto:amanda.m@shopmetcafes.com)  
262.391.1782

For Immediate Release

## Big Plans for Brat Fest 2015: Charlie Daniels, Latin Music, Education Animals, Free Henry Vilas Zoo Shuttles, Zero Waste

MADISON, WI (May 4, 2015) - The World's Largest Brat Fest, Memorial Day Weekend (May 22-25), is expecting a big year. "We think this year's Fest could beat last year's record. In 2014, Brat Fest donated \$138,000 to local charities. This year we hope to beat that mark," says Tim Metcalfe, Organizer and Co-owner of Metcalfe's Market. Brat Fest has raised nearly \$1.5 million for more than 100 area 501c3's since 1983.

This will be the 33rd annual Brat Fest, featuring four stages with more than 100 bands and 150 hours of free live music. "Brat Fest has always been about featuring local music and talent," Metcalfe said. Michael Alexander, the Fest's Music Director, said he's also sprinkling in a few national touring acts just for good flavor, "We have a couple of legends this year with rocker Bret Michaels, The Charlie Daniels Band, Aaron Lewis, Family Force 5, and Sidewalk Profits." Alexander goes on to say, "With more than 60 new bands this year, we have a little bit of everything for everybody, from Classic Rock, Jazz, Folk, and Country to Christian, the singing of the Blues, and Latin music. We have it all, great family fun, something for everybody."

Brat Fest has so much more planned for this year's Fest - a Kid and Art Zone, Kayaking, Bratneyball, 5/10k Bun Run, Kid MUDstard Run, Classic Car Show, a full Carnival and Sunday night fireworks.

Featured events this Memorial Day Weekend include:

### Highlights

- 60 New Bands
- Henry Vilas Zoo Animals
- Shuttle to Arctic Passage
- Zero Waste

### Photos



### Resource Links

- [Bratfest.com](http://Bratfest.com)
- [Facebook](#)
- [Zero Waste](#)
- [Free Live Music Lineup](#)
- [Henry Vilas Zoo](#)

**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 also take you to and from Henry Vilas Zoo Saturday-Monday for admission-free entry from 10 a.m. to 5 p.m. so you can experience the new Arctic Passage exhibit—including polar and grizzly bears.

**Destination Zero Waste:** This year, Brat Fest is showing its support of the community in a brand-new way—by starting a Zero Waste initiative. Brat Fest will improve its current recycling program by working with suppliers to source more eco-friendly materials, with the goal of dramatically reducing the amount of landfilled waste. Compost from Brat Fest will be sent to a bio digester in Oshkosh where it will be converted into energy and sold to local utilities. Attendees will find dozens of new recycling stations staffed by volunteers and complete with signage to help educate Fest-goers on how to properly sort waste before it leaves the island.

**Community Worship Service:** This year's Community Wide Worship Service is on Sunday, May 23 at 8:30 a.m. The featured speaker will be Pastor Troy Murphy, the Chaplain of the Green Bay Packers. The worship music will be led by The Neverclaim. Pastor Murphy is a motivational speaker and former U.S. Marine.

### **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).

Contact Preferences

If you don't want to receive press releases in this format, you can unsubscribe.

**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**

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)