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For Immediate Release

## Brat Fest Opens Early Featuring Drive-thru and Bike Brat-thru

MADISON, Wis. (May 20, 2015) - The World's Largest Brat Fest is all set to kick off the Memorial Day Weekend this Friday morning at 6:00 a.m.! "Only in Madison, Wisconsin can you get up at the crack of dawn, drive over to Brat Fest, and pick up a bag of sizzling hot Johnsonville brats for breakfast" said Tim Metcalfe, Brat Fest Organizer and Co-Owner of Metcalfe's Market.

Brat Fest officially starts this Friday morning with "Take Your Brat to Work Day" (TYBTWD) presented by NBC15 News, which runs from 6 to 9 am at the Alliant Energy Center Willow Island. Customers can drive thru the event, without ever getting out of their cars, and purchase brats complete with condiment packets and drive right off. "This will be the 9th year for Take Your Brat to Work Day at Brat Fest, we can sell as many as 19,000 brats in three short hours - it's amazing" said Metcalfe.

Want a free brat? Ride your bike through our Brat-thru and Saris Cycling Group will buy your first Brat between 6-9 a.m.

### The TYBTWD Menu

Johnsonville Brat \$3 (GF, DF)

Johnsonville Chicken Chipotle Monterey Jack Brat \$3 (GF)

Field Roast Veggie Italian Sausage \$3 (VG, VN)

Oscar Mayer All Beef Frank \$2

Village Heart Buns (VN)

(GF)=Gluten Free, (DF)=Dairy Free, (VG)=Vegetarian, (VN)=Vegan

### Highlights

- Take Your Brat to Work Day
- 6 to 9 a.m.
- Brat Drive-thru
- Free Brat For Bikers
- 2014 TYBTWD:  
18,790 Brats Sold

### Photos



### Resource Links

- [Bratfest.com](http://Bratfest.com)
- [Facebook](#)
- [TYBTWD](#)
- [Free Live Music](#)
- [Family Fun](#)

### Contact Preferences

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### **TYBTWD Stats**

2007 = 10,200 brats sold

2008 = 12,800 brats sold

2009 = 11,750 brats sold

2010= 15,226 brats sold

2011= 15,400 brats sold

2012 = 18,120 brats sold

2013 = 19,560 brats sold

2014 = 18,790 brats sold

All proceeds benefit Brat Fest charities.

Brat Fest runs May 22-25 featuring 4 stages, 100+ bands, and 150 hours of free live music. Headliners include Bret Michaels, The Charlie Daniels Band, Aaron Lewis, Hawk Nelson, Sidewalk Prophets, Family Force 5 and more than 70 local bands.

Brat Fest will be overflowing with things to do with the whole family: Kids Sports and Art Zone, Kayaking, Bratneyball, 5/10k Bun Run, Kids MUDstard Run, Classic Car Show, Hometown Heroes, a full Carnival, and Sunday night fireworks are just some of the family-fun attractions.

Brat Fest brings the Madison community together and raises money for a variety of charities. Last year, with the help of more than 3,000 volunteers, Brat Fest raised \$138,000 for local non-profits. Since its humble beginning back in 1983, the Fest has raised and donated almost \$1.5 million for more than 100 local 501(c)(3)'s.

Check out [www.bratfest.com](http://www.bratfest.com) for event and band listings.

### **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 501(c)(3)'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.shopmetcalfes.com](http://www.shopmetcalfes.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)