



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

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

For Immediate Release

## Warm Weather Brings Big Crowds

MADISON, Wis. (May 23, 2015) - With temperatures approaching 80 degrees, the second day of The World's Largest Brat Fest gave a new meaning to the start of summer.

Brat Fest has attracted huge crowds this year. So far, **112,849 brats** have been purchased, exceeding last year by 11,699.

"The weather could not have been more beautiful out here," said Tim Metcalfe, Brat Fest Organizer and Co-owner of Metcalfe's Market.

"The more brats we sell, the more we are able to give back to the Madison community. We are so fortunate to have had such a successful fest so far."

Runners arrived bright and early to participate in the Bun Run a.k.a. The Tom Metcalfe Memorial Run. "Bratneyball", Brat Fest's appropriately named co-ed volleyball tournament served up great action throughout the day.

Kids got a chance to compete in their very own MUDstard Run short 1k obstacle course. They also had plenty to take part in throughout the day in the Kids Zone with crafts, sports, and bounce houses.

Free Live Music sounded throughout Alliant Energy Center's Willow Island the entire day beginning with the Salchicha Festival, featuring latin style music from local musicians and ending when country music legends, The Charlie Daniels Band, lit up the night.

Highlights

### SATURDAY Brat Count

2015:112,849

2014:101,150

Photos



Before The Charlie Daniels Band took the stage, Tom Metcalfe awarded the 2015 Tommy Award to Andy Davis.

"He is the founder of the free live music here at Brat Fest. We can all thank him for giving us the opportunity to hear all of the wonderful live musicians over the years." said Metcalfe.

Brat Fest has fantastic events on tap for tomorrow with Worship in the morning, the car show, and Madison County with Fireworks to cap off the night. Coming up on, Sunday, May 24 (8:30 a.m. to 9 p.m.):

- **Community Worship Service** 8:30 a.m. to 9:45 a.m.
- **Classic Car Show** 10 a.m. to 2:30 p.m.
- **Drive 4 UR Community** 10 a.m. to 6 p.m.
- **Kids Art Zone** *w/Wisconsin Historical Museum* 10 a.m. to 6 p.m
- **Open Play Sports** 10 a.m. to 11 a.m.
- **Kids Bounce Zone** 10 a.m. to 7 p.m.
- **Kids Zone** 10 a.m. to 8 p.m.
- **Wienermobile** 10 a.m. to 8 p.m.
- **Carnival** 10 a.m. to 10 p.m.
- **Free Live Music** 11 a.m. to 10 p.m.
- **Animal Educator** 11 a.m. to 1 p.m.
- **Paddle Sports** Noon to 6 p.m.
- **Kids Climbing Gym** 1 p.m. to 8 p.m.
- **Mascot Race** 2 p.m. to 4 p.m.
- **Bag Sack Race** 4 p.m. to 5 p.m.
- **Madison County** 7 p.m. to 9:05 p.m.
- **Fireworks** 9:05 p.m.

### **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

#### Resource Links

- [Bratfest.com](#)
- [Facebook](#)
- [Free Live Music](#)
- [Family Fun](#)

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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)