



## Family Activities and Just-For-Kids Fun on Tap at World's Largest Brat Fest Memorial Day Weekend

MADISON, WI (May, 2014)— The World's Largest Brat Fest is pulling out all the stops to make this the kid-friendliest Brat Fest Ever! Here are three just-for-kids offerings that will run for all four days of Brat Fest on Memorial Day Weekend:

**KEVA Sports Kids Zone** gives kids loads of extra entertainment and fun, with something for everyone who loves to move around! From soccer to sack races, 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** features activities, storytelling sessions with some staff in costume (courtesy of the Wisconsin Historical Museum!), along with historical-based art projects including Paul Bunyan Felt Beards, Brat Hats, Fabric Quilt Squares, Bead Bracelets and more. Art-based educational presentations will run each day at 11 a.m., 2 p.m. and 5 p.m. 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 artistic history.

**ZooZort** includes educational live-animal shows offered by ZooZort owner Noelle Tarrant, who has been a licensed animal educator since 1990. Her experience working with children of all ages has given her the ability to capture their attention in a story-telling atmosphere, with interactive questions and demonstrations. Kids will love seeing animals on display and at the live animal touch areas: kookaburra, python, monitor, chameleon, bearded dragon, hissing roaches, coatimundi, boa, spur thigh tortoise, wallaby and a python!

Other family-friendly Brat Fest activities include on-site camping, the Bratneyball volleyball tournament presented by Johnsonville, Metcalfe's Farm Stand, fireworks and Mr. Ed's Magical Midway Carnival. A complete listing of all events can be found at [www.bratfest.com](http://www.bratfest.com).

Brat Fest is one of the largest free music festivals in the world, and Parade Magazine has featured Brat Fest as one of the nation's top festivals.

### About The World's Largest Brat Fest

Brat Fest started in 1983, when the late Tom Metcalfe and his wife, Margaret, decided to grill brats in the Hilldale parking lot of Metcalfe's Market to thank their customers. Tom's sons, Tim and Kevin Metcalfe, have grown Brat Fest into what Madisonians and others from around the country know today as "The World's Largest Brat Fest." It still serves as a thank you to customers, and it also raises money for local charitable organizations. Visit [www.bratfest.com](http://www.bratfest.com) for more information.

### About Metcalfe's Market

Metcalfe's Market is a locally owned and operated grocery store with two locations in Madison (Hilldale and West Towne), and one in the heart of downtown Wauwatosa as well as a Metcalfe's Local to Go retail location at the Dane County Regional Airport. In its 97-year history, Metcalfe's has led the way in environmental practices. From creating a local food miles program featuring 3,000 local foods, to going to 100 percent green power, to their REUSE & CHOOSE program, 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).