



Bret Michaels, Scott Stapp and delicious brats drive huge turnout for World's Largest Brat Fest

For Immediate Release

MADISON, WI (May, 2014)— The World's Largest Brat Fest is in full swing and runs through Memorial Day, May 26, in Madison, Wisconsin.

Thanks to perfect weather and big-name headliners, including Bret Michaels, who performed on Friday, May 23, and Scott Stapp, who did a show on Saturday, May 24, attendance is up from last year's Brat Fest and brat sales are big!

"The record for most brats ever consumed at Brat Fest is 209,376, which we set in 2010," says Tim Metcalfe, who organizes Brat Fest with his brother, Kevin. "We have so many more features this year, from on-site camping to expanded kids' activities and sports events and a fifth free live music stage; We've already sold 97,315 brats in the first two days of the festival!

Here are some of the highlights from yesterday:

- Area runners turned out big for the 3rd Annual Brat Fest Run/Walk (The Tom Metcalfe Memorial Run), which consisted of a 10K Run, a 5K Run and a 2M Walk. Kids loved the inaugural Brat Fest 1K Kids MUD-stard Run!
- The Bratneyball Tournament presented by Johnsonville marked volleyball's debut at Brat Fest and was a hit with players and fans.
- Scott Stapp's concert on the Lifest EZ Office Products Stage drew a large and enthusiastic crowd, and Shooter Jennings thrilled fans of outlaw country music on the Ho-Chunk Gaming Madison Grand Stage.

Activities on tap for today include:

- The Brat Fest Classic Car Show sponsored by Kelly-Moss Motorsport
- Headliner shows by Madison County, George Moss, Cherry Pie and Dead in 5.
- Fireworks tonight at 9:05 p.m.

The lineup for the final day of Brat Fest (on Monday, Memorial Day, May 26) includes:

- Brat Fest Boot Camp with Hybrid Athletic Club
- A Salute to Veterans and Soldiers
- Headliner shows by Tantric, Seventh Day Slumber, and 5th Gear.

Other sports and activities, requiring no registration, also make this year's Brat Fest the most active Brat Fest ever, including:

- Wingra Boats ~ Brittingham Boats Paddle Sports
- KEVA Sports Kids Zone
- Steinhafels Art Zone presented by the Wisconsin Historical Museum

Visit bratfest.com for a complete list of all activities.

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 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.