



# Brat Fest 2014 Raises Record Funds for Local Non-Profits

For Immediate Release

MADISON, WI (May 27, 2014)— The World’s Largest Brat Fest, which ran from May 23 through May 26, was one for the record books! The total of 165,870 brats sold was up by more than 10,000 from Brat Fest 2013. And a record amount of \$140,000 was raised for local worthy causes, including: Second Harvest Food Bank, Boys & Girls Club of Dane County, Gilda’s Club, Special Olympics, and many others.

“It’s gratifying that so many people stepped up and helped bring the largest-ever donations to these organizations,” says Tim Metcalfe, who organizes Brat Fest each year with his brother, Kevin Metcalfe. “The volunteer turnout and community support were amazing.”

Brat Fest 2014 featured headliner music acts such as Bret Michaels and Scott Stapp, along with a several new family-friendly events and activities. In addition to money raised for local non-profits, this year Brat Fest helped raise donations for Operation Gratitude, an organization that has sent more than one million care packages to members of the United States Military.

For a complete list of Brat Fest programming, events, highlights, and previous news releases, visit <http://www.bratfest.com>.

## **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).