



Bret Michaels to Headline The World's Largest Brat Fest

MADISON, WI (April, 2014)— Bret Michaels, the reality TV star and lead vocalist for Poison, is bringing his Life Rocks Tour to the 2014 World's Largest Brat Fest. Michaels will play an all-ages show at Brat Fest on Friday, May 23 from 7:30 p.m. to 9:00 p.m. and organizers are thrilled to have him on the schedule.

“We are so excited to announce Bret Michaels as our main headliner, and we are even more excited to announce that his show will be absolutely FREE,” says Tim Metcalfe, Brat Fest organizer and Brat Man, who produces Brat Fest along with his brother, Kevin Metcalfe, the Brat Fest grill commander. “With free parking, free admission, five stages and more than 100 bands, Brat Fest is one of the largest free music festivals in the world, and it's right here in Madison!”

Other acts in the music lineup include Scott Stapp, Shooter Jennings and Waymore's Outlaws, Saving Abel, Building 429, Remedy Drive, Tantric, Maggie Rose, Royal Bliss, Wayland, Rick Monroe, Like A Storm, Sand, Jeff Vaughn Band, Prospect Hill, Romantic Rebel, Madison County, Elisium, Cherry Pie, Love Monkeys, Lube, Swing Crew, Wheelhouse, Michael Alexander & Big Whiskey, Sunspot, Falcon, Reloaded, Kings of Radio, 5th Gear, Harold Right & Wannabes, and Get Bent.

Brat Fest, which is held every Memorial Day weekend, is one of Madison's signature family-friendly annual events and known as the area's kick-off to summer. The 2014 World's Largest Brat Fest will be held May 23–26 at Willow Island on the grounds of the Alliant Energy Center and will feature more events, music and attractions than ever—including 10K and 5K runs, a Kids MUDstard Run, a Bratneyball volleyball tournament, camping, a Kids Zone and Kids Art Zone, and more. Details at 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 his 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. Today The World's Largest Brat Fest is a four-day extravaganza complete with music stages, a “Bun Run,” and other events. In 2010, a record number of 209,376 brats were consumed. This year The World's Largest Brat Fest will be held at Willow Island (at the Alliant Energy Center) May 23–26. Visit bratfest.com for more.

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. 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 shopmetcalfes.com.

###