



World's Largest Brat Fest: Memorial Day Weekend in Madison!

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MADISON, WI (April, 2014)– Madisonians eager for the smell of summer grilling and the sound of live music in the air don't have to wait much longer. The 32nd annual World's Largest Brat Fest will kick off summer fun on Memorial Day Weekend, May 23–26, at Willow Island on the grounds of the Alliant Energy Center.

"People are going to be amazed by how much Brat Fest has grown this year," says Tim Metcalfe, who organizes Brat Fest with his brother, Kevin Metcalfe. "We've added a fifth live music stage, and in a few days we'll be announcing some nationally known music headliners. Parking is free. Admission is free. Brat Fest is one of the largest free music festivals in the world, and it's right here in Madison!"

Along with brats, bands, and a carnival that's twice as big as last year's, Brat Fest is offering more events, activities and attractions than ever:

- Five stages and more than 200 hours of free music and free entertainment
- 5K and 10K run, and Kids MUDstard RUN
- Bratneyball Volleyball Tournament
- Camping
- Metcalfe's Farm Stand
- Kids Zone and Kids Art Zone
- Paddle sports through Wingra Boats
- Take Your Brat to Work Day on May 23
- Hometown Heroes Day to honor our public safety professionals on May 24
- Community-wide worship service on May 25
- Military Heroes Day to pay tribute to our Armed Forces on May 26

Parade Magazine has featured Brat Fest as one of the nation's top festivals. By adding camping and working closely with the Greater Madison Convention and Visitors Bureau and other tourist attractions in the area, the Metcalfes hope to turn the festival into a regional destination for Memorial Day Weekend.

In 2013, Brat Fest broke the world record for preparing and serving the longest brat. More than that, and with the help of thousands of volunteers, Brat Fest has collectively donated more than \$1.3 million to local charities, making it an important charity event in Madison.

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.

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.shopmetcafes.com.