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**World's Largest Brat Fest Features 5 Stages & a Stellar Lineup!  
New This Year: Lifest Stage with Scott Stapp of Creed as Headliner!  
Memorial Day Weekend, May 23rd–May 26th**

MADISON, WI (May, 2014)— The World's Largest Brat Fest Memorial Day Weekend has joined with Life Promotions from Appleton to add a fifth stage to the music experience on Willow Island Memorial Day Weekend. The Lifest at Brat Fest Stage presented by EZ Office Products with media sponsor Life 102.5 will feature Christian music artists, including headliners Building 429 and Scott Stapp the voice of Creed, as well as family acts such as AJ the Animated Illusionist and Dan the Magic Man.

Also, for the first time, there will be a Community Wide Worship Service on Sunday, May 25th, beginning at 8:45 a.m. Harvey Carey, who is a Detroit pastor with a national reputation for bringing people together, will be speaking.

"I visited Lifest in Oshkosh last July and as a festival guy, I was positively blown away," said Tim Metcalfe, Co-Owner of Metcalfe's Markets and Producer of the World's Largest Brat Fest. "We met with them a few months later and started working on bringing a real family-friendly stage to Brat Fest with Christian artists. We're proud to partner with them and hope many people from this area will get a taste of what happens each July in Oshkosh and visit their event for the full experience."

Free parking and free admission are hallmarks of Brat Fest. Thanks to thousands of volunteers, this community event has raised over a million dollars for local charities since its inception. Along with brats, bands and a carnival that's twice as big as last year's, Brat Fest is offering more attractions, activities and events including more events for kids.

- Five stages and more than 200 hours of free music and free entertainment
- Grand Stage headliners presented by Don's Home Furniture
- Brat Fest Walk/Run presented by Domain Apartments
- Bratneyball Volleyball Tournament presented by Johnsonville
- Camping
- Metcalfe's Farm Stand
- Kids Zone presented by KEVA Sports and Kids Art Zone presented by Steinhafels
- Kids MUDstard Run,, Brittingham Boats Paddle Sports, Shade Tent by Harker Heating & Cooling
- Take Your Brat to Work Day on May 23
- Hometown Heroes Day to honor our public safety professionals on May 24



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- Community Wide Worship Service on May 25
  - Hometown Heroes Day (May 24) and Military Veterans Day (May 26), presented by Steinhafels

*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.

#### **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).

#### **About Lifest**

Lifest, deemed "A Party with a Purpose," is a Christian music festival put together annually by Life Promotions, a non-profit organization reaching more than 400,000 youth each year. Ever since its start in 1999, Lifest has aimed to bring music lovers from all over the state of Wisconsin to one place. In addition to the many musical performances, Lifest 2014 will feature a 5K Fun Run, sports tournaments, Kids Zone, Prayer Journey, Artist Meet and Greet and more. Visit [www.lifest.com](http://www.lifest.com) for more information.