FOR IMMEDIATE RELEASE
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Betsy Ezell Joins The World’s Largest Brat Fest as Development Director

MADISON, WI -- Betsy Ezell has joined The World’s Largest Brat Fest as Development Director. Brat Fest, which is held every Memorial Day weekend, is one of Madison’s signature family-friendly annual events. It’s also the largest free music festival in the world, self-proclaimed. The 2014 World’s Largest Brat Fest will be held May 23-26 at Willow Island on the grounds of the Alliant Energy Center.

“We are so pleased to have someone of Betsy’s talents and record of success on our team,” says Tim Metcalfe, Brat Fest organizer, who produces Brat Fest along with his brother, Kevin Metcalfe, the Brat Fest grill commander. “Brat Fest has grown into an incredible event since we first started grilling brats in our store’s parking lot as an annual thank-you for our customers in 1983, and Betsy is a great addition to the team.”

Ezell will coordinate support from community and corporate sponsors of Brat Fest, raising funds and engaging organizations and companies. As one of Madison’s largest fundraising events for local causes and organizations, Brat Fest is sponsored or supported by companies such as Baker Tilly and well-known brands such as Johnsonville, Bud Light, Capital Brewery and Pepsi. Since its inception, Brat Fest has donated proceeds of more than $1.3 million to more than 90-plus area groups and charities such as Special Olympics, Boys & Girls Club of Dane County, local Boy Scout groups, local church organizations, local school sports teams and organizations, Lilada’s Living Room, the Dane County Humane Society, and many others.

"The World’s Largest Brat Fest is a great way to kick off the summer,” says Ezell. “It is also one of our community’s most significant fundraisers for organizations that do important charitable work here and beyond our city limits. I am so pleased to be part of this fantastic event.”

Ezell’s previous experience includes serving as the director of development for River Food Pantry and as the worship director for Hope Crossing Community Church, both in Madison. She says sponsorship opportunities are still available and encourages interested companies, businesses and community organizations to contact her at Betsy@bratfest.org.

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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 www.bratfest.com for more.

About Metcalfe’s Market
Metcalfes 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, Metcalfes 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, Metcalfes Market is committed to a more sustainable Wisconsin. For more information on Metcalfes Market, call (608) 238-7612 or visit www.shopmetcalfes.com.