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FOOD, HEALTH AND ROCK 'N ROLL

With a South-African influence, an alternative metal genre, and a decade of success under its belt, the rock group Seether has demonstrated outstanding music for a large fan base. On **Tuesday, May 11**, the band will be live in **Veterans Memorial Coliseum** with opening acts, Five Finger Death Punch, Hell Yeah, Drowning Pool and Lacuna Oil. Visit www.seether.com for more information.

In its 28th year, the **World's Largest Brat Fest** returns to **Willow Island** for another 4-day extravaganza spanning over Memorial Day weekend. On **May 28-31**, hungry brat-lovers will come from all around seeking to break the world record of 208,752 brats eaten at last year's event. Entertainment, rides and other fun activities complete this tradition, so you won't want to miss out. You can find out more information at www.bratfest.com. (See page 2 for more details on this exciting event.)

Before chowing down on their ketchup and mustard-covered brats, dedicated runners will want to complete the annual Madison Marathon and attend the **Madison Marathon Expo** in **Exhibition Hall** on **May 28-29**. The expo features vendors educating attendees on health and fitness tips, the latest in athletic apparel, and other sporting opportunities. For more information, visit <http://www.madisonfestivals.com/marathon/>.



IN IT TO WIN IT

The 2010 season of the **Mad Rollin' Dolls Roller Derby League** is coming to an end, but you still have two chances to see these derby dames this month. The ladies' semi-final bouts on **May 8** and the finals on **May 22**, both held in **Exhibition Hall**, are sure to bring the most action-packed, intense competition on the track yet. To get all your roller derby information and to find out who will battle it out in the final bouts, visit www.madrollindolls.com.

Saddlebred horses and equestrian-lovers from all across the great Midwest will travel to the **Arena** on **May 27-30** for the annual **Madison Classic Horse Show**. This high-stakes competition event will feature American Saddlebreds, Hackney Ponies and more equine breeds. Visit www.madisonclassichorseshow.com for more information on this event.

LEARNING, GROWING AND SUSTAINING

Dedicated to sustaining and extending local schools, the Foundation for Madison's Public Schools hosts its **Circle of Friends Luncheon** on **Tuesday, May 4**. The banquet held in **Exhibition Hall** will honor all of the generous FMPS sponsors. Visit www.fmfs.org for more information.

Exhibition Hall will host the **1000 Friends of Wisconsin's Smart Growth @ 10 Conference** on **Thursday, May 6**. By focusing on the economy, environment and culture of an area, the event will connect planning and economic growth in order to position communities for a healthy future. For more information, go to www.1kfriends.org.

Tuesday, May 11 marks the Greater Madison Area Society for Human Resource Management's annual **Human Capital Conference** in **Exhibition Hall**. This event continually provides human resource professionals with an exceptional forum to learn, discuss and network with others on important legislative topics. You can find out more and register for the conference at www.gmashrm.org.

Exhibition Hall will host the **Wisconsin Women's Health Policy Summit** on **Wednesday, May 12**. Policy leaders, health care leaders and community members will come together to learn about the many policies affecting women's health and help develop a collective policy agenda for Wisconsin. Visit www.wiawh.org for more details.



BRAT FEST, MUSIC TO THE EARS

This year the World's Largest Brat Fest becomes Madison's largest free music festival. The Memorial Day weekend tradition expands, improves and adds nearly five times the entertainment performances to the now four stages that will delight attendees. Returning to Willow Island at the Alliant Energy Center for its 6th year in a row, the beloved and time-honored Brat Fest plans to have 230 acts perform live over the four-day span beginning Friday, May 28.

Brat Fest's free music festival will include many different genres of performers. From rock music and acoustic jazz to high school choirs and country western bands, the music presented at this year's carnival will cover the wide range of styles out there. In addition, whether you are interested in watching graceful ballet dancers take the stage or gazing at the amazing footwork of cloggers, Brat Fest will be sure to please your taste with a variety of unique acts.

"The spectrum of acts this year is just unbelievable," said Brat Man himself, Tim Metcalfe. "There is something for everyone."

Not only will Brat Fest increase its entertainment focus this year, but it will also nearly double in size, thus extending farther off of the center of Willow Island to utilize more of the 29-acre venue. As part of the expansion, VIP tents will be added to the scene this year for those looking to hold private parties near various stages. Without having to wait in line, VIP guests will enjoy brats and ice cream being brought to them while mingling with their fellow coworkers or friends and family.



While Brat Fest continues to grow each year, with 2010 being its biggest increase yet, the festival will also continue its tradition of seeking to break the previous year's world record of brats eaten during the event. Last year's total amounted to 208,752 brats eaten by hungry Madison locals and thousands of others who travel far and wide to attend the World's Largest Brat Fest.

The event will also keep its prices the same as last year with no parking fees, no admission fees and no additional fees to watch the outstanding acts set to perform. Attendees will still be able to buy their brats, hot dogs and

boca brats for only \$1.50; yet this year, their experience at the festival will be better than ever with the expansion and improvements.

"We are doing a lot this year to add to the festival and make it the biggest yet, and with the prices of food and drinks not increasing, guests will get more value out of the carnival," Metcalfe said.

In addition to entertainment acts and the world-record-breaking goal, Brat Fest will, as always, have celebrity cashiers, provide courtesy shuttle rides, offer expanded activities for the kids, and will donate all of the proceeds of the festival to benefit community charities.

For more Brat Fest photos, statistics, menu prices, entertainment details and other information, visit www.bratfest.com, and do not miss this year's carnival, rain or shine, Friday, May 28 to Monday, May 31. What better way to spend the holiday weekend than eating brats, listening to fantastic music, enjoying the outdoors and spending time with friends and family?



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