

For Immediate Release



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Bacon Festival Announces Ticket Sales Date and Largest Bacon Showcase to Hit Wisconsin, Ever...Seriously Dudes, Seriously!

"Tickets go on sale 9/15/2014 at noon exclusively at www.madisonbaconfestival.com"

September 2, 2014 (Madison, WI) – Organizers of the Madison Bacon Festival, a Blue Ribbon Bacon Festival event, announced today that tickets will be sold exclusively online at www.madisonbaconfestival.com on September 15th beginning at noon. The inaugural event will take place at Alliant Energy Center on Saturday, November 1st offering bacon-lovers an opportunity to explore their sizzling obsessions in a creative and celebratory environment. Organized and promoted in partnership between the Blue Ribbon Bacon Festival and the Madison community, the uniquely quirky celebration will provide participants with Wisconsin's largest bacon showcase, bacon lectures, bacon-inspired dishes, bacon competitions, an annual bacon queen contest, live entertainment and bacon fellowship.

Brooks Reynolds, co-founder of the Blue Ribbon Bacon Festival, provided an update on the plans surrounding the Madison event, "As always, our focus has been on the BACON and I couldn't be happier with how it's coming together." Reynolds continued, "On one side we have the craft bacons; like Nueske's, Jone's Dairy Farms, Berkwood Farms and Des Moines Bacon Company. Then we have some of the industry giants represented as well, such as Oscar Mayer and Farmland. No doubt about it, on November 1st the 'OHHHH BACON!' chant will resonate throughout the great state of Wisconsin."

What does it take to score a unique day of all things bacon? For starters, you might have to be quick. The sister baconfest, Blue Ribbon Bacon Festival in Des Moines, Iowa, sold-out last December in minutes. 12,500 tickets were snatched up within 43 minutes in the online-only sale. If this isn't reason enough for bacon-enthusiasts to get behind their keyboards at noon, then offering 3,300 commemorative gifts for the first ticket buyers should get the bacon sizzling. But, wait – there's more! The event will televise the Wisconsin vs. Rutgers game on two big screens – a one stop bacon-infused Badger tailgate plus the game! Holy bacon buckets!

There are a variety of ways to experience the festival. A \$45 general admission ticket will get you: unlimited bacon samples, \$10 in "BACON BUCKS" to purchase a wide array of bacon-inspired dishes from participating restaurants, one FREE beverage, the BIG GAME on two big screens, live music and bacon education lectures. For groups, there is a table option available. If you consider yourself a swinellier, you may want to try out the Bacon Elegance Package, which includes a ticket to the festival and a gourmet multi-course bacon-inspired dining experience. Finally, for those looking to get a one-hour jump on the bacon sampling before the bacon-loving masses arrive, there is a VIP experience.

For information about the Madison Bacon Festival go to www.madisonbaconfestival.com.

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About Blue Ribbon Bacon Festival

What started as a groups' passion for "all things bacon" has evolved into America's premier bacon festival. In 2001, a group of guys began celebrating bacon during an annual weekend retreat in Spirit Lake, IA. Six years later, they pursued a deeper understanding of their favorite meat by earning "All About Bacon" diplomas from Living History Farms. On March 1st, 2008, officially organized under the Bacon Board and led by Brooks Reynolds, they went on to found a festival: a multi-city festival with the mission of improving the enjoyment of all things bacon by providing education, recognition, advocacy and research on behalf of the masses, everyone, everywhere, all of them. They are serious. Seriously, dudes. Seriously.

Event Details

- ***Date: Saturday, Nov. 1, 2014***
- ***Hours: 10 am – 5 pm (VIP Opens at 9 am)***
- ***Location: Alliant Energy Center, Madison, WI***
- ***Wisconsin Badgers vs. Rutgers Scarlet Knights Football Game Will Be Televised***
- ***Estimated Number of Bacon Enthusiasts: 5,000+***

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TICKET OPTIONS

General Admission Tickets - \$45 (plus tax and ticketing fees)

A general admission ticket* includes:

- UNLIMITED BACON SAMPLES FROM THE LARGEST BACON SHOWCASE IN THE WISCONSIN!
- \$10 in Bacon Bucks to be used to purchase a wide array of bacon-inspired delights from various restaurants (additional Bacon Bucks are available for purchase onsite)
- One Beverage Ticket (additional Beverage Tickets are available for purchase onsite)
- Live Music and Entertainment
- The BIG GAME on two big screens
- Bacon Educational Lectures

*A LIMITED EDITION PINT GLASS WILL BE AWARDED WITH THE FIRST 3,000 GENERAL ADMISSION TICKETS PURCHASED.

VIP Tickets - \$75 (plus tax and ticketing fees)

A general admission ticket* includes:

- EARLY ADMISSION – VIPs will be allowed to enter the event 1 hour before doors officially open.
- UNLIMITED BACON SAMPLES FROM THE LARGEST BACON SHOWCASE IN THE WISCONSIN!
- \$15 in Bacon Bucks to be used to purchase a wide array of bacon-inspired delights from various restaurants (additional Bacon Bucks are available for purchase onsite)
- Two Beverage Tickets (additional Beverage Tickets are available for purchase onsite)
- Live Music and Entertainment
- The BIG GAME on two big screens
- Bacon Educational Lectures

*A LIMITED EDITION PINT GLASS AND A COMMEMORATIVE TEESHIRT WILL BE AWARDED WITH THE FIRST 300 VIP TICKETS PURCHASED.

Table Package – \$700 (plus tax and ticketing fees)

The Table Package includes:

- Guaranteed Seating – Seating at the festival is limited and with a table you have a place to sit, eat, rest and watch as the world of bacon explodes around you.
- 10 Tickets – Each table is provided 10 general admission tickets to the festival.
- Table Gifts – The purchaser of the table will be awarded 10 limited edition Blue Ribbon Bacon Festival party favors to distribute to their guests.
- Extra Bacon Bucks – An additional \$50 in Bacon Bucks will be provided to the table captain to distribute to their guests.

Bacon Elegance Package - \$175.00 (plus tax and ticketing fees)

This package includes one general admission ticket to the festival paired with a multi-course bacon-inspired dining experience. Time and location of the dinner to be announced.