



FOR IMMEDIATE RELEASE

Fromm Petfest Caps Off Milwaukee Summer Festival Season for Fourth Year
Free Pet-Themed Festival Returns to Henry Maier Festival Park in 2017

MILWAUKEE, Wis. (February 23, 2017) – Pet-lovers, you're officially on notice...

Milwaukee's four-legged festival will be back this fall for another barkin' good time. The 4th Annual Fromm Petfest will be held on **September 23rd, 2017 from 10:00 am to 6:00 pm** at Henry Maier Festival Park.

Fromm Family Foods, in partnership with Milwaukee World Festival, Inc., the 501(c) 3 organization that produces Summerfest, "The World's Largest Music Festival," will once again bring Petfest to Milwaukee's lakefront at Henry Maier Festival Park. Last year's event attracted over 10,000 people and their pets for a day of fur and frolic.

Thanks to the success of Petfest and the enthusiastic families and pet owners who attend each year, 2017 will be even bigger with new vendors, attractions and activities to suit animal lovers of all ages.

"Our goal each year is to create a festival that the entire family, including pets, can enjoy," said Bryan Nieman, Brand Director and fifth-generation family member at Fromm Family Foods. "To see how warmly the community has embraced our event in just three short years has been unbelievable. With the support of Milwaukee World Festival, Inc. world-class facilities and so many unique attractions and activities, we are incredibly excited to bring Petfest back for year four."

With even more event space this year, Fromm Petfest will be jam-packed with furry fun. Guests and their pets can participate in a number of attractions, including dock diving, agility and lure courses, a doggie dash, dog park and bier garden, and the popular pet costume contest. Other much-loved activities include main stage pet entertainment, a shopping marketplace, kids' amusement area, music, food and Adoption Avenue, where dozens of non-profits will showcase rescues looking for a forever home.

"Since its inception in 2014, Petfest has been an excellent addition to the festival season and has enjoyed tremendous success, with an increase of over 22% just last year," said Don Smiley, President and CEO of Milwaukee World Festival, Inc. "We are excited to partner with Fromm Family Foods again this year to bring this unique and free event to pet lovers in our community."

Through the generous support of Milwaukee World Festival, Inc. and other supporting sponsors and partners, Fromm Petfest will be a free family event. Dogs and cats are welcome as long as they are on leash and up-to-date on vaccinations.

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Fromm will once again donate proceeds from ticket and pet food sales to a number of area animal-related non-profits, including the Wisconsin Humane Society.



To ensure a fun and safe experience for both fest-goers and pets, participation rules may be found on petfestmke.com. Anyone wishing to bring a pet into Henry Maier Festival Park must sign a waiver that will be available for download online or at both festival entrances the day of the event.

2017 Sponsors include: WVRC, Pet Supplies Plus, Stella & Chewy's, Central Bark, Schlossman Subaru City, End of the Leash and Thrivent Financial. There are many other sponsorship and vendor opportunities currently available and information can be found at petfestmke.com.

Visit petfestmke.com or the Fromm Petfest Facebook page to view videos and photo albums from past years and to stay up to date on Petfest details as they are announced. For other inquiries and more information, call 920-350-FEST or email info@petfestmke.com. Excited about Fromm Petfest? Connect with us using #petfestmke.

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Fromm Family Foods® is a fifth-generation family-owned-and-operated business specializing in artisan foods for dogs and cats. Made daily in Wisconsin, Fromm offers a complete gourmet product line of dry and canned foods as well as treats for dogs and cats made fresh daily from the highest quality products in the USA. The complete product line of gourmet pet foods includes Fromm Classic®, Gold Nutritionals® and Four-Star Nutritionals® and is available at independent retailers worldwide. For product information or to locate the nearest retailer, visit frommfamily.com or call 1-262-242-2200.

Milwaukee World Festival, Inc. is a 501(c)3 charitable corporation that produces Summerfest, "The World's Largest Music Festival," hosts ethnic and cultural events and provides entertainment and educational opportunities for free or at a low cost throughout the season at Henry Maier Festival Park. For more information visit MilwaukeeWorldFestival.com.

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