



Fromm Petfest Announces Date for Fifth Annual of Fido-Friendly Fest

Free Pet-Themed Festival Returns to Henry Maier Festival Park September 22, 2018

MILWAUKEE, Wis. (February 21, 2018) – Calling all pet lovers...Fromm Petfest is back for its fifth year of furry festival fun on Milwaukee's lakefront. This year's family event will be held on **September 22nd, 2018 from 10:00 am to 6:00 pm** at Henry Maier Festival Park.

Fromm Family Foods, in partnership with Milwaukee World Festival, Inc., launched the first festival in 2014 with the idea that the festival season was lacking an event the entire family could enjoy- human and pet family members alike. Pet lovers in the community have responded in force, with the 2017 festival drawing more than 10,000 people and 3,800 pets to the festival grounds for a day of fur and frolic.

"We set out 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. "This year marks a huge milestone for us. Petfest has grown faster than any of us dared to dream and that is directly because of how warmly the community has embraced the event and how passionate pet lovers are."

Fromm Petfest 2018 will bring even more pet-centric and family-friendly activities to the world class festival grounds. Fan-favorite attractions returning for 2018 will include: Dock Diving, two Lure Courses, the Doggie Dash race track, a Dog Park and Bier Garden, Agility Courses and the newest attraction: "Kitty City", an entire space devoted to all things-feline. Other much-loved activities returning include a Main Stage programed with animal entertainment acts, a shopping marketplace, kids' amusement area, live music, festival fare and Adoption Avenue where dozens of non-profits will showcase rescue animals looking for their forever homes.

"Milwaukee World Festival, Inc. is proud to once again partner with Fromm Family Foods for the fifth annual Fromm Petfest," stated Don Smiley, President and CEO of Milwaukee World Festival, Inc. "We are excited to host this free event for pet lovers throughout the community and bring them all together at Henry Maier Festival Park for a fun filled day."

Through the generous support of Milwaukee World Festival, Inc., together with event sponsors and partners, Fromm Petfest is a free family event including free parking. Dogs and cats of all kinds are welcome as long as they are on leash and up-to-date on vaccinations. 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.



There are still a number of sponsorship and vendor opportunities available for businesses looking to connect with pet lovers and families alike. 2018 Returning Sponsors include: Andis, Bentley's Pet Stuff, BMO Harris Bank, Central Bark, End of the Leash, Pet Supplies Plus, Pioneer Pet Products, Stella & Chewy's, Schlossman Subaru City and WVRG.

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 sponsorship and vendor inquiries and for more information, call 920-350-FEST or email info@petfestmke.com. Excited about Fromm Petfest? Connect with us using #petfestmke.

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About Fromm Family Foods

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.

About Milwaukee World Festival, Inc.

Milwaukee World Festival, Inc. is an independent, private 501(c)(3) corporation founded in 1965 that produces Summerfest, presented by American Family Insurance, an 11-day festival that generates approximately \$186 million in direct and indirect economic impact for the community each year. Milwaukee World Festival, Inc. also maintains Henry Maier Festival Park, located on 75 acres on the shores of Lake Michigan in Milwaukee, WI. In addition to Summerfest, Henry Maier Festival Park hosts a variety of ethnic and cultural festivals, concerts, walks, runs, and other special events, attracting nearly 1.5 million people. The mission of the organization is to promote an understanding of different ethnic cultures, the histories and traditions of various nationalities, harmony in the community, civic pride and provide a showcase for performing arts, activities and recreation for the public and employment opportunities for the youth of the community.

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