



Sixth Annual Fromm Petfest Date Announced

Free Pet-Focused Festival Returns to Henry Maier Festival Park September 21, 2019

MILWAUKEE, Wis. (February 20, 2018) – Pet lovers save the date, the sixth annual Fromm Petfest will return to Milwaukee's lakefront on September 21, 2019 from 10:00 a.m. to 6:00 p.m. at Henry Maier Festival Park. The pet-centric family festival, produced by Fromm Family Foods in partnership with Milwaukee World Festival, Inc. features free admission and a day of fur and frolic for the entire family.

Since its inception in 2014, the event has experienced exponential growth, welcoming thousands of pet owners, lovers, dogs and cats to the festival grounds to try their hands (and paws) at a variety of pet-related activities, connect with animal non-profits, shop innovative products and enjoy a day at the lake in a most unique environment.

"Fromm Petfest has quickly become a well-loved tradition, both within our family-owned business as well as the surrounding Milwaukee communities and beyond," said Bryan Nieman, Brand Director and fifth-generation family member at Fromm Family Foods. "We're incredibly proud to have a platform that connects families and pet lovers in a lasting and memorable way."

This year's festival will bring back family and pet-favorite activities, including: dock diving, lure and agility courses, the Doggie Dash speed trial, Kitty City and more. The marketplace will return, as well as the kids' amusement area, live music and entertainment and the highly-anticipated Costume Contest and Owner/Pet Look-alike Contest. New attractions this year will include a larger Adoption Avenue featuring even more rescues and animal-related non-profits, a new Vendor Village supporting emerging makers, crafters and small businesses and the Lap Dog Lounge- a restful area built for those puppies (and people) who need a brief respite when the day's excitement catches up to them.

"Fromm Petfest is one of our favorite days of the season as we welcome our four-legged friends and their owners to Henry Maier Festival Park, said Don Smiley, President and CEO of Milwaukee World Festival, Inc. "We would like to thank Fromm Family Foods for being a great partner and once again bringing the community together for a free event and a barking good time, at Henry Maier Festival Park on Milwaukee's lakefront."

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



Fromm Petfest is currently accepting exhibitor applications for Marketplace, Vendor Village and Adoption Avenue locations. For those businesses looking to connect with thousands of pet lovers and families at a higher level, there are still a number of programming sponsorship opportunities available.

Visit petfestmke.com, Fromm Petfest Instagram 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.

###

About Fromm Family Foods

Fromm Family Foods® is a fifth-generation family-owned-and-operated business specializing in foods for dogs and cats. Made in Wisconsin, Fromm offers a complete gourmet product line of dry and canned foods as well as treats for dogs and cats made from the highest quality ingredients. The complete product line of gourmet pet foods includes Fromm Classic®, Gold Nutritionals® and Four-Star Nutritionals® and is available at pet specialty stores 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 \$181.3 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 1.3 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. For more details, visit Summerfest.com, [Facebook.com/summerfest](https://www.facebook.com/summerfest) or [@Summerfest](https://twitter.com/Summerfest).

Media Contact

Lauren Grimm | lauren@frommfamily.com | (414) 439-1900