



FOR IMMEDIATE RELEASE

**Fromm Petfest Brings Four-Legged Fun to the Milwaukee Summer Festival Season**  
*Pet-Focused Festival Offers Two Opportunities to Party with the Pets this Year*

MILWAUKEE (April 6, 2022) – Pup, pup, hooray! Pet lovers will have two chances to celebrate the season of festivals with the entire family (furry members included). Fromm Family Foods announces today the dates of two pet-focused festival experiences: a Petfest Pop-Up event on May 14<sup>th</sup> from 9:00 a.m. to 1:00 p.m. at The Annex at Foxtown in Mequon as well as the main event, Fromm Petfest at Henry Maier Festival Park on Saturday, September 24, 2022, from 10:00 a.m. to 6:00 p.m.

The Fromm Petfest Pop-Up features a sampling of festival fare that can be found at the main event, staged at The Annex at Foxtown located in the Foxtown Development in Mequon, Wis. Guests can enjoy free open play for their dogs on a fully fenced dog park, try agility obstacles, local vendors and enjoy live music. Those interested in attending reserve a dog park play time and sign their waiver virtually at [petfestmke.com](http://petfestmke.com).

“The Petfest Pop-Up at Foxtown allows us give the community a sneak peek at some of the fun to expect at the larger festival in a unique setting at the Brewery,” said Bryan Nieman, Brand Director and fifth-generation family member at Fromm Family Foods.

And, for the main event, Fromm Petfest returns for its ninth year on Saturday, September 24, 2022. The festival, produced by Fromm Family Foods in partnership with Milwaukee World Festival, Inc. will bring back many fan-favorite activities as well as introduce new features fit for animal lovers of all ages. The event remains free for admission including free parking and all ticket proceeds for attractions will be donated to a select-group of animal-related non-profits and rescues.

Fromm Petfest experienced record attendance numbers in 2021 after a one-year hiatus in 2020. In the City of Festivals, Fromm Petfest is the only festival on the Summerfest grounds designed specifically for pets, and has welcomed tens of thousands of families and their four-legged friends over the years to spend a day with the whole family along the shores of beautiful Lake Michigan.

All the most popular activities from past years will be returning to Fromm Petfest this year, including dock diving, lure and agility courses, the Doggie Dash speed trial and more. Also returning are the Petfest Marketplaces with a variety of pet-centric vendors, kids’ amusement area and live entertainment. Kitty City and a cat café will make its return after a year hiatus and guests can enjoy some craft brews at the new lakeside Beer Garden.

“Petfest started as a way to celebrate the love of pets with our community,” said Nieman. We’re excited to bring back all the fan favorite activities and guests can expect to see some new attractions as well as we continue to grow what has become one of our most favorite summer traditions here in Southeastern Wisconsin.”

Dogs and cats of all kinds are welcome to Fromm Petfest and are required to be on leash, up to date on vaccinations, and sign an event waiver which will be made available online as well as at each entrance the day of the event.

Fromm Petfest is currently accepting exhibitor applications for Marketplace and Adoption Avenue exhibitors. For businesses looking to connect with thousands of pet lovers and families at a higher level, programing sponsorship opportunities are available. For sponsorship and vendor inquiries and for more information, email [info@petfestmke.com](mailto:info@petfestmke.com).

Going mutts about Fromm Petfest? Connect with us using #petfestmke and follow us on Instagram and Facebook. To stay up to date on this year's Fromm Petfest, visit [petfestmke.com](http://petfestmke.com)

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### **About Fromm Family Foods**

*Fromm Family Foods is a fifth-generation family owned-and-operated business dedicated to the health and nutrition of animals. Each Fromm product is made with the finest ingredients in one of three family-owned manufacturing facilities in Wisconsin and sold exclusively at neighborhood pet stores across North America. To learn more about the full complement of Fromm dog and cat offerings including Fromm Classic, Gold and Four-Star Nutritionals® as well as canned diets and the new Fromm Crunchy Os™ treats, visit <http://frommfamily.com>, Facebook: [fb/frommfamily](https://fb.com/frommfamily); Twitter: [twitter.com/frommfamily](https://twitter.com/frommfamily) and Instagram: [Instagram.com/frommfamily](https://Instagram.com/frommfamily).*

### **Media Contact**

Josh Anderson | Punch PR | [janderson@punch-pr.com](mailto:janderson@punch-pr.com) | (512) 963-8224