



FOR IMMEDIATE RELEASE

**Fromm Petfest Celebrates 10 Years of Furry Festivities at Milwaukee's Lakefront**  
*Pet Festival Returns to Henry Maier Festival Park for 10<sup>th</sup> Annual Event*

MILWAUKEE (April 26, 2023) – Fromm Petfest will celebrate a major milestone in 2023. The festival, created for animal lovers of all ages, will return to Henry Maier Festival Park on September 23<sup>rd</sup> from 10 AM to 6 PM to celebrate a decade of paw-some memories on Milwaukee's Lakefront.

Founded a decade ago, the festival has welcomed thousands of families and their four-legged friends each year for a day of frolic and fur along the beautiful shores of Lake Michigan. Produced by Fromm Family Foods in partnership with Milwaukee World Festival, Inc., Fromm Petfest is the only festival to take place on the Summerfest grounds created specifically for pets and hosts a variety of pet-related activities throughout the day.

Petfest attendees can count on the return of fan favorite attractions they know and love including dock diving, lure and agility courses, the Doggie Dash speed trial, open play at the Petfest Dog Park and Adoption Avenue where people can meet dozens of animal-related non-profits. Guests can be entertained by live music and entertainment throughout the day and can enjoy shopping, games, activities and plenty of festival food and drink.

Fromm Petfest remains a free family event including free parking. All proceeds from activity ticket sales will be donated to animal-related non-profits nominated by Petfest sponsors as part of the Petfest Pals program, a give-back initiative founded in 2022.

"Ten years ago, we had a dream of creating an event that would be inclusive of the entire family, especially our pets- who have become such an integral part of the family unit," said Bryan Nieman, Brand Director for Fromm Family Foods representing the fifth-generation of his family business. "The support from our partners and the love of pets that runs through our community has helped solidify Petfest as a must-attend event for pet lovers. We love seeing old friends return and making new ones each year and we're very excited to celebrate this milestone with Milwaukee."

"Milwaukee World Festival, Inc. is proud to have partnered with Fromm Family Foods for the past ten years, welcoming pet lovers to Henry Maier Festival Park. Petfest has become a part of the fabric that makes festival season here in Milwaukee so vibrant, and we look forward to seeing pet owners and their furry friends at the lakefront this September," said Don Smiley, CEO of Milwaukee World Festival, Inc.

Dogs and cats of all kinds are welcome to Fromm Petfest and are required to be on leash, up to date on vaccinations, and have a waiver signed 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 and event sponsorship opportunities are still available. For more information, email [info@petfestmke.com](mailto:info@petfestmke.com).

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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 several family-owned manufacturing facilities in Wisconsin and sold through neighborhood pet stores and online across North America. To learn more about Fromm dog food, cat food and treats, visit [frommfamily.com](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).*

### **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, a three-weekend music festival featuring over 800 artists across 12 stages. Milwaukee World Festival, Inc. also maintains and improves 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. 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 as well as to 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](http://Summerfest.com), [Facebook.com/Summerfest](https://Facebook.com/Summerfest), Twitter: @Summerfest or Instagram: @Summerfest.*

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