



## **BROADCAST AND PHOTO OPPORTUNITIES**

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### **USINGER'S BIG BRAT ON THE MOVE TO GERMAN FEST**

**MILWAUKEE, WI.** When you're celebrating 125 years, the typical birthday party just won't do. Think Big. Think Fun. Think Super-sized Sausage!

Join Usinger's Famous Sausage for their 125<sup>th</sup> Birthday Bash this Thursday evening, July 28<sup>th</sup> from 5pm to 10:30pm at German Fest. Held on Milwaukee's lakefront at the Summerfest Grounds, party-goers will be treated to FREE admission, FREE entertainment and spectacular fireworks while enjoying Usinger's famous brats and hot dogs for just a buck each!

Of course, the Usinger's elves have something really amazing planned for this birthday extravaganza – THE BIG BRAT! The Thursday night festivities at German Fest will include a world record challenge by the Usinger's sausage makers with the creation of a bratwurst over fifty (50) feet in length.

The "BIG" brat will be loaded and transported from Usinger's North Old World Third Street location on Thursday evening at 6pm. A police escort will lead the "Super Sausage" to the German Fest grounds where it will be measured, grilled and served with proceeds from its sale donated to Second Harvest of Wisconsin. The Usinger's Sausage Motorcade is scheduled to arrive at the fest grounds by 6:30pm.

125 years of making America's Finest Sausage calls for a BIG celebration. Enjoy Free Admission, Free Entertainment and fantastic fireworks at Usinger's Birthday Bash this Thursday evening, July 28<sup>th</sup> from 5pm to 10:30pm at German Fest. Free festival admission is through the Midgate only.

Want to talk about the "Big Brat"? Please contact Jon Gabe at 800-558-9998 or via e-mail at [jgabe@usinger.com](mailto:jgabe@usinger.com).

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