

# **NEWS RELEASE**

## **FROM: MADISON PANCAKE FESTIVAL**

**Contact:** Sydney Dietz  
P.O. Box 5029  
Madison  
(608) 555-2345

### **MADISON PANCAKE FESTIVAL**

**MADISON PARK, WI** - Madison's Seventeenth Annual Pancake Festival takes place this Saturday and Sunday. Pancake plates will be served on both days, from 7:00 am to 9:00 pm. The menu consists of pancakes with your choice of toppings. A pancake plate will cost \$12.00 for adults and \$6.00 for children under 12. This price also includes the cost of admission and free refills for the day. "Lionel Cartwright," a country music artist, will perform Sunday at 1:00 and 3:00 pm.

Visitors will be able to purchase tickets for a drawing, visit 100 booths displaying arts and crafts, in addition to booths that will be manned by local clubs and residents.

Madison will have campgrounds and motels for guests who would like to spend the weekend. There will be a flea market, antique stores and other nearby activities to experience. Visitors will be welcome to set up a table of their own at the flea market for a fee of \$10.00 per table.

For the visitors that are planning to come by plane, the city has an airport with a 2400-foot runway. There is no charge for landing your plane and volunteers handle plane parking.

The Madison Pancake Festival has always been a non-profit, sponsored by the Betterment Association of the Madison Area, Inc. and has been co-sponsored with the Madison Area Jaycees. This two-day event has been taking place for the past 16 years and has drawn almost a million people to this small town of 3,200.

The proceeds that were made last year were donated to the city of Madison to be used for park improvements, the Madison Fire Department, the Gateway Ambulance Service, and scholarships for local high school students. All of the work required at the festival is volunteer work. The chief lure of the festival is the picturesque and historic town itself as much as the event.