



Press Release

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Festival Foods Sponsors Sheboygan Festivities During International Sailing Competition

Sheboygan, WI—Festival Foods has partnered with Sheboygan Tourism and Sail Sheboygan to support the upcoming ISAF Nations Cup Grand Final and the festivities surrounding the event. The ISAF Nations Cup event is the culmination of eight regional finals held across the globe, from which the top teams qualify to compete in the Grand Final held this year in Sheboygan, September 13-18. Throughout the week Festival Foods will present Nations Cup Week Celebrations along the Sheboygan shores to introduce the local and regional public to this event. “The Nations Cup Grand Final has not been held in the United States since 1995, and never in the Midwest.” Stated George Twohig, Communications Director for Sheboygan Tourism . “It is an extraordinary opportunity for spectators to be able to watch match race sailing of this level in the Midwest, which would not be possible without the support of sponsors like Festival Foods.”

The opening of Festival Foods new Sheboygan location is slotted for Nations Cup Week. The week includes a wide variety of on-shore entertainment opportunities for Sheboyganites and visiting spectators including:

Opening Ceremonies on Tuesday, September 13, featuring the U.S. Navy Band.

Sheboygan BIG Brat Fry sponsored by Johnsonville and Festival Food on Wednesday, September 14, featuring meet-and-great opportunities with the ISAF Nations Cup Grand Final Athletes, as well as live entertainment.

The Harbor Centre “Taste Sheboygan” on 8th Street will be Thursday, September 15, featuring 20 local restaurants, including offerings from Festival Foods, and three stages of live entertainment with Daryl Stuermer of Genesis headlining the main stage.

The Festival Foods Nations Cup Extravaganza, on Saturday and Sunday September 17-18, features Tall Ship Cruises and power boat tours, Carnival rides, petting zoo, kayak and dog agility demonstrations and many other entertainment opportunities, including live performance by Locksley and the Festival Foods Fireworks Display launched on Sheboygan’s South Pier at 8:00 Saturday night.

“Festival Foods is very excited to be a part of the Sheboygan community and to have the opportunity to support such an important international event.” Said Mike Wais, Store Director of Festival Foods in Sheboygan.

“Involvement and enriching lives in our community has always been essential to Festival Foods.” Information and schedule for the Nations Cup Week can be found on-line at www.visitsheboygan.com.

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