



Exhibition Hall ■ Veterans Memorial Coliseum ■ Willow Island
New Holland Pavilions ■ Arena

FOR IMMEDIATE RELEASE:

Contact: Brent S. Kyzer-McHenry
Mchenry.brent@alliantenergycenter.com
608-267-3982 desk
608-443-6096 cell

Alliant Energy Center Features Food Truck Fridays

Willow Island to showcase rotating food truck options through October

Madison, WI – Fuel your taste buds with street eats at Food Truck Fridays at the Alliant Energy Center! We are collaborating with food trucks and carts across Dane County to bring an explosion of culinary magic to our space. Join us weekly from 4-8pm on Willow Island, featuring a rotating selection of local fare, August 14 – October 31, 2020.

“We are excited to offer Food Truck Fridays at the Alliant Energy Center as a new way for Dane County residents to get outside, enjoy local cuisine, and support our local businesses during the COVID-19 pandemic,” said Dane County Executive Joe Parisi.

Designed as a family-friendly carry-out experience, attendees will have the opportunity to walk-up, order, and take-home some of the best of Madison including food trucks, food carts, caterers, and restaurants.

"We started Food Truck Fridays as a way to bring the neighborhood together and support the many mobile restaurants of Dane County," says Brent Kyzer-McHenry, Executive Director of the Alliant Energy Center. "Willow Island is a perfect location to allow social distancing and allows quick, easy in-and-out access."

Attendees can enter through the Rimrock Road entrance, park in front the Coliseum, and walk the short distance to Willow Island.

For those interested in attending Food Truck Fridays a full schedule is available at alliantenergycenter.com/ftf.

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