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For Immediate Release

Bacon Fellowship Will Be Celebrated in Madison, Wisconsin

Madison Bacon Festival, a Blue Ribbon Bacon Festival Event, will take place on November 1, 2014 at the Alliant Energy Center

May 6, 2014 (Madison, WI) - Organizers of the Blue Ribbon Bacon Festival, the world's premier bacon fellowship organization, announced a new stop on its annual international bacon pilgrimage - Madison, Wisconsin. Madison will be joining Iowa, Colorado and Iceland in hosting Blue Ribbon Bacon Festival events.

"We are very excited to be the latest additions on the Bacon Festival circuit," said Deb Archer, President and CEO of the Greater Madison Convention & Visitors Bureau (GMCVB). "The Greater Madison area has long been known as a destination for foodies because of our amazing chefs, restaurant scene and farm-to-table culture. We are excited by this new partnership and are looking forward to welcoming bacon fans to our community this November and expanding Madison's list of culinary experiences for visitors and residents," she added

Brooks Reynolds, co-founder of the Blue Ribbon Bacon Festival spoke about the new partnership, "We're delighted to break bacon with the great people of Wisconsin. Known for its extensive network of bacon purveyors like Jone's Dairy Farm, Nueske's and Patrick Cudahy, there is a lot for bacon-lovers to explore and celebrate here." Reynolds is serious. In fact, he's serious enough to have already enlisted the advice of Dr. Jeff Sindelar of University of Wisconsin's Meat Science & Muscle Biology Laboratory to targeting and recruiting the state's best bacons.

Dr. Jeff Sindelar explained his involvement, "I work with a number of meat processors across Wisconsin...and there are a bunch of them, and some of these meat shops are producing bacon that is absolutely spectacular. I'd like to see the Madison Bacon Festival offer bacon-lovers the opportunity to explore a number of bacon varieties and meet some of our local purveyors face-to-face."

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The Madison Bacon Festival will offer bacon-lovers an opportunity to explore their sizzling obsessions in a creative and celebratory environment. Organized and promoted in partnership with the Madison community, the uniquely quirky celebration will offer participants extensive bacon sampling from Wisconsin purveyors, bacon lectures, bacon-inspired dishes prepared by local restaurants, bacon competitions, an annual bacon queen contest, live entertainment and bacon fellowship. Ticket information will be made available in August.

About Blue Ribbon Bacon Festival

What started as a groups' passion for "all things bacon" has evolved into America's premier bacon festival. In 2001, a group of guys began celebrating bacon during an annual weekend retreat in Spirit Lake, IA. Six years later, they pursued a deeper understanding of their favorite meat by earning "All About Bacon" diplomas from Living History Farms. On March 1st, 2008, officially organized under the Iowa Bacon Board and led by Brooks Reynolds, they went on to found a festival: a festival with the mission of improving the enjoyment of all things bacon by providing education, recognition, advocacy and research on behalf of the masses, everyone, everywhere, all of them. They are serious. Seriously, dudes. Seriously.

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