



2009 Kids Expo

Annual event goes back to its roots

The focus of this year's Kids Expo, Nov. 14 & 15 at Alliant Energy Center, will revert back to the event's original intent; to be a one-stop-shop for the community to learn about family-friendly events, businesses, nonprofit organizations, tourist destinations, products and services.

Benefiting the Ronald McDonald House, Kids Expo organizers are working with local non-profits to create an environment for these organizations to highlight their programs to a large audience so parents can plan activities to keep their families entertained year-round.

Vendor and sponsorship opportunities are available. Visit www.kids-expo.com to learn more about getting involved.

Taste of Madison 2009

Record-setting "Taste" offered more of everything

Capitol Square was packed with an estimated 200,000 people on Sept. 5 & 6 for the 27th annual Taste of Madison. The event had more food vendors than ever before, and not even a home Badger football game on Saturday evening could deter revelers from indulging in more than 230 menu items.

Taste of Madison also got more interactive with attendees this year. A giant LED screen was poised at the top of State Street where guests competed in a Guitar Hero contest for \$500. The Badger game was

also televised on the big screen and our sponsors and benefiting charity, United Cerebral Palsy, showed videos and promotions.



During the event, the entire Capitol Square became a huge Wi-Fi hub, so guests could "tweet" on Twitter, IM, text, etc. Earlier this summer, 25 tasteofmadison Twitter followers were invited to the pre-event judging to select many "Best"

winners, including "Best Kid-friendly Fare," "Best Italian" and "Best Home-style Dessert." Grace Cheesecake won "Best of Taste;" Biaggi's won "Spirit of Taste."

Event staff is visiting the Fox Cities Marathon Expo, The Twin Cities Marathon Expo and the Chicago Marathon Expo. Madison Marathon registration will open on Oct. 1, 2009



Partners & Charities

MFI events go viral on YouTube

With major assistance from the local video production and editing company Tilt Media, Madison Festivals is creating a strong presence on YouTube. Tilt Media is working with us to create engaging stories about our events, our sponsors, and our benefiting charities that people want to watch. Using a documentary approach that is both creative and authentic, this design-oriented method of storytelling is helping us communicate our key message: "Fun for you. Good for Madison!"

The first video showcasing the 2009 Brat Fest, which MFI managed, is

currently online at [www.](http://www.youtube.com/user/madisonfestivals)

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The 4 1/2 minute film details the charitable element of the annual event. The cameras were even invited into the Boys & Girls Club of Dane County to see how Brat Fest directly benefits their organization.

A video for Taste of Madison will be available soon. Guests at this year's food and music festival already got a... umm... "taste" of it when we showed clips on the big LED screen installed at the top of State Street. The videos highlight the relationship between the event, the benefiting charity (United Cerebral Palsy) and our long-time presenter, American Family Insurance.

Kids Expo will give Tilt Media another opportunity to promote a good story with integrity, passion and results as they feature that event's benefiting charity, The Ronald McDonald House.



Madison Festivals, Inc. Sept. 15, 2009

Madison Festivals Inc's Board of Directors

Four new members join the MFI Board

Madison Festivals, Inc. (MFI) welcomed four new members to its volunteer-run board of directors this month. MFI is a 501(c)3, non-profit organization that produces and develops events designed to enhance the quality of life for residents, showcase the area to visitors, and provide assistance to local charitable organizations. The four new board members are:



• **Matt Hein**, Private Banking Officer with Town Bank. Hein has eight years of experience in the banking industry and has been with Town Bank since 2006 offering clients a wide array of banking services. He is a Registered Paraplanner through the College of Financial Planning and serves on the Madison East Monona Rotary Board of Directors.



• **Jamie Patrick**, Manager of Sports Development with the Greater Madison Convention & Visitors Bureau (GMCVB). Patrick is responsible for promoting Madison/Dane County and its facilities as a destination for sporting events with an emphasis on new national sporting events. He holds degrees from the University of Nebraska-Lincoln and Gonzaga University.



• **Heath Straka**, Partner with Gingras, Cates & Luebke, S.C. Straka's practice focuses on civil litigation including personal injury, medical malpractice, insurance company misconduct, civil rights/employment and class actions. He graduated from the University of Wisconsin Law School in 2000.



• **Monika Wingate**, Founder of Fountainhead Brand Consulting, Inc., a firm which specializes in market research and growth strategy. Wingate was previously the Director of the A.C. Center for Marketing Research at UW-Madison where she taught Consumer Behavior and New Product Development. She received her Masters degree in Marketing at UW-Madison in 1995.

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