



Madison Marathon 2010

Registration is now open for the 2010 Madison Marathon

The Madison Marathon races will be on Sunday of Memorial Day Weekend, May 30th, 2010. Registration is now open and those that sign up before December 31st will receive the best rate on the full marathon, half marathon and quarter marathon.

We have also added a HALF MARATHON WALK to the Madison Marathon weekend. Lace up your sneakers and compete for overall finisher awards in your division!

The city of Madison will play host to the Ultimate Frisbee College Championships on Memorial Day weekend, so we recommend booking hotel rooms early. Visit www.madisonmarathon.com/lodging.html to reserve your rooms today!

2009 Kids Expo

Kids Expo raises \$3,600 for Ronald McDonald House Charities of Madison

Kids Expo, Nov. 14 and 15, reverted back to the event's original intent; to be a one-stop-shop for the community, especially parents, to learn about family-friendly events, businesses, non-profit organizations, tourist destinations, programs, products and services.

Organizers worked with local non-profits to create an environment for these organizations to draw attention to their programs in front of a large audience. Even the event's sponsors focused on helping non-profit and charitable organizations by purchasing and donating exhibitor

space to these groups. Sponsors like Two Men and a Truck, Mid-West Family Broadcasting, First Business

Trust & Investments and Wells Fargo all contributed vendor booths to non-profit businesses as part of their sponsorships.

Another major change this year is that Kids Expo was free and open to the public, making the experience affordable

for all Madison area families. And for the first time, Kids Expo had a charity partner; the event benefited the Ronald McDonald House Charities of Madison, raising \$3,600 for the organization.



Ronald McDonald House Charities of Madison supplied over 100 volunteers to work Kids Expo. Each volunteer was paid \$8/hr., which all went to the non-profit organization.



Partners & Charities

Events, sponsors and charity partners now streaming on YouTube.com

Madison Festivals, Inc. has launched its official You Tube presence with videos of the 2009 Taste of Madison and Brat Fest.

Tilt Media has been working with us to create engaging stories about our events, our sponsors, and our benefiting charities. They use a documentary approach that is both creative and authentic, and this design-oriented method of storytelling is helping us communicate our key message: "Fun for you. Good for Madison!"

All of the MFI videos can be found at <http://www.youtube.com/user/madisonfestivals#p/a>.

The video showcasing the 2009 Brat Fest, which MFI managed, tells the story about how the event benefits many local non-profit organizations like the Boys & Girls Club. There are also several videos of Taste of Madison that

take a look at United Cerebral

Palsy (UCP), the event's benefiting charity. A video that highlights the relationship between the event, UCP and our long-time presenter, American Family Insurance, is also in the works.

Footage for a Kids Expo video was shot during this year's event and focuses on our benefiting charity, The Ronald McDonald House Charities of Madison. All videos are at <http://www.youtube.com/user/madisonfestivals#p/a> and will soon be shown on all of the MFI websites: www.MadisonFestivals.com, www.TasteofMadison.com, www.MadisonMarathon.com and www.kids-expo.com.



Madison Festivals, Inc. December 1, 2009

Madison Festivals Inc's Board of Directors

New board member joins Madison Festivals, Inc.



Madison Festivals, Inc. (MFI) welcomed a new member to its volunteer-run board of directors this month. The new board member is John Patterson, Lieutenant of Police with the City of Madison Police Department. John currently supervises patrol services in the West

Police District and has been with the department for over 11 years. Prior to his current role, John held a number of different positions inside the department such as patrol officer/sergeant, neighborhood officer and narcotics officer. He is also currently a member of the department's Special Events Team which is responsible for policing large events like Madison's Freakfest (Halloween) and Rhythm and Booms. John holds a degree in Spanish from the University of Wisconsin - Madison and has resided in the Madison area since 1994.

Taste of Madison 2010

Entertainment in the works for Taste of Madison

Taste of Madison isn't until Sept. 4 & 5, 2010, but planning the event's entertainment is already underway.

MFI's radio partner, Mid-West Family Broadcasting, has been working with the event producers to program the stages and entertainment areas for 2010. Rock station WJJO will again have the big stage on Martin Luther King Jr. Blvd for both days. Likewise, country station Q106 will have the stage on Wisconsin Ave. throughout the event. A third stage positioned on E. Washington Ave. will feature music from adult contemporary station Magic 98 on one day and R&B station jAMZ the other. Latin music channel La Movida will also have a presence at the event, but details are still being worked out.

In 2009, Taste included a huge LED screen at the top of State St. that showed sponsor ads, stage lineups, event videos and "Guitar Hero." The screen was such a hit that we're currently planning to bring it back in 2010.

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