



FOR IMMEDIATE RELEASE

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**FOND DU LAC FESTIVALS ANNOUNCES NEW CO-CHAIR FOR WALLEYE
WEEKEND 2008**

FOND DU LAC, WIS. (4/1/08)—Fond du Lac Festivals, Inc. has announced Mark Hopper as the 2008 Walleye Weekend co-chair. Hopper will be working alongside Senior Co-Chair Scott Swick.

“It’s a pleasure to be asked to co-chair Walleye Weekend. I’ve been involved in this great community event for 31 years,” said Mark Hopper, CEO of Hopper’s Silk Screening and All Star Trophy. “It’s a great way to kick off summer.”

Each year, a new junior chairperson is selected for Walleye Weekend. Accepting the position is a two year commitment, since the junior chair serves as the senior chair the following year. The two work closely with each other as well as with Fond du Lac Festivals, Inc. to prepare, plan and organize the annual event. Swick and Hopper will be leading about 1,500 volunteers for this year’s event, which annually attracts more than 100,000 people from all over the state of Wisconsin.

“I had the best time being co-chair for Walleye Weekend last year, and I am looking forward to this year’s event,” said Scott Swick, who is the founder of Winfield Homes and the Fond du Lac office of First Weber Group Realtors.

“I am excited about having Mark Hopper join me for this year’s Walleye Weekend. Mark has shown year after year his dedication to Walleye Weekend and to our community, I couldn’t think of a better person to represent our city’s biggest event,” Swick continued.

Hopper and his wife, Kim, have run their family business in North Fond du Lac for the past 24 years. In February 2008, Hoppers made the move to Fond du Lac by purchasing the old EP Direct building located at 77 N. Main St.

The family owned and operated business includes two of Mark and Kim’s four children. Dave, who is the president of Hopper’s Silk Screening and All-Star Trophy and John, who heads up awards and the IT department.

Hopper has seen the development of Walleye Weekend from the beginning when it was a festival that centralized around a fishing tournament, to the festival that has put Fond du Lac on the map.

“I’ve seen it all at Walleye Weekend, the addition of music stages, new events and more community involvement, Walleye Weekend has grown to become a premier event,” said Hopper.

Walleye Weekend 2008 will be held June 6, 7 and 8 at Lakeside Park. For more information, please visit the Fond du Lac Festivals Web site at www.fdlfest.com.

Fond du Lac Festivals, Inc. is a non-profit organization founded in 1983 with a mission to direct, promote, and support festivals and special events that showcase the Fond du Lac community. The organization, with a great deal of help and support from the community, is responsible for Walleye Weekend, Light Up the City, and Taste of Fond

du Lac. These events benefit more than 100 local non-profit organizations. More information is available at www.fdlfest.com.

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