



FOR IMMEDIATE RELEASE

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Mercury Marine, Bass Pro Shops fund big entertainment for Walleye Weekend

Fond du Lac, Wis. (5-5-08) – Mercury Marine is teaming with Bass Pro Shops to bring the Grass Roots and WAR to Walleye Weekend for a spectacular free rock concert Saturday, June 7th in Lakeside Park.

In addition to the veteran stars, the Walleye Weekend Stage will be packed by favorite local bands throughout the weekend, including Verona Grove, Pink Houses, Cherry Pie, Johnny Wad and Boxkar.

The Grass Roots were formed in 1965 and charted 29 singles throughout their successful career. They became popular in the sixties with a unique sound that incorporated British beat, soul, rhythm and blues and folk rock. A few of their many hit singles include "Two Divided By Love," "Sooner or Later," "Midnight Confessions," "Heaven Knows" and "Things I Should Have Said."

WAR, which formed in 1969, was the rock-era's first and most successful musical crossover band, fusing rock, funk, jazz, R&B and even reggae music. They've collected 17 gold, platinum or multi-platinum awards throughout their career, including awards for "Low Rider," "Why Can't We Be Friends?" and "Spill the Wine." WAR started touring in the 1980s and has never stopped, booking more than 150 tour dates a year.

Mercury Marine, a division of Brunswick Corporation headquartered in Fond du Lac, is a renowned worldwide builder of marine engines – not to mention, boats, service and parts – for recreational, commercial and government marine applications. The company has won five J.D. Power Awards for customer satisfaction the past three years.

Mercury is also a strong supporter of environmental conservation efforts, boasting a long history of community involvement in Fond du Lac.

Bass Pro Shops is a multifaceted sporting equipment retailer with an emphasis on fishing, hunting and camping. The company is best known for its Outdoor World stores, but also owns Tracker Marine, one of the largest boat manufacturers in the United States. Tracker is an exclusive supplier of Mercury engines, leading to a powerful relationship between the two companies.

Walleye Weekend activities will remain open until 10:30 p.m. on Saturday, June 7th to accommodate the big show. The Grass Roots will take the stage from 7:15-8:30 p.m., followed by WAR from 9:00-10:30 p.m. Everyone is invited to attend the free concerts courtesy of Mercury Marine and Bass Pro Shops.

Walleye Weekend will be held at Lakeside Park on June 6, 7 and 8 and is sponsored by Charter Communications, K107.1 FM, Mercury Marine, Michels Corporation, Miller Lite, Pepsi Americas and Bass Pro Shops. Check www.fdlfest.com for the latest information.

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.

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