



FOR IMMEDIATE RELEASE

For more information contact:

Mary Ann Dilling, Executive Director of Fond du Lac Festivals, Inc.

Preston Fayas, Event Promotions Intern

650 N. Main St.

Fond du Lac, WI 54935

(920) 923-6555

intern@fdlfest.com

**WALLEYE WEEKEND PRESENTS ITS FIRST EVER
XBOX 360 MADDEN CHALLENGE**

Attention all gamers and game enthusiasts. Come join in the excitement of the first Walleye Weekend Xbox 360 Madden Challenge sponsored by Game Crazy and Specht Electric, where 32 players will compete head-to-head representing each NFL team. This bracket style, single elimination event will provide fun for both gamers and spectators alike. Cheer on your favorite player or team as they advance through the tournament.

This new event will be held at the 31st annual Walleye Weekend starting on Friday, June 6th and continuing through the three day festival with the championship being played on Sunday, June 8th at 3:00 pm. The awards ceremony will follow the conclusion of the tournament with prizes being awarded to the top four players. Walleye Weekend will take place at Lakeside Park in Fond du Lac.

With the popularity of the ESPN Madden Challenge, this is a great way to bring in a new group of festival goers, and provide another way for Walleye Weekend to reach out to the community. Registration for this event is still open and any player wishing to participate can find

the rules and registration for the tournament at www.fdlfest.com. All applications must be submitted to Fond du Lac Festivals, 650 N. Main St. Fond du Lac, WI 54935

“I am extremely excited about the Madden Challenge. It is a great way to bring another demographic to our festival,” said Mary Ann Dilling, executive director of Fond du Lac Festivals.

Walleye Weekend is June 6th, 7th and 8th at Lakeside Park in Fond du Lad. All admission is free to the public and all proceeds from this event go to benefit more than 100 charitable organization. Walleye Weekend is sponsored by Mercury Marine, Charter Communications, Pepsi Americas, Miller Lite, Michels Corporation, Bass Pro Shops and K107.1.

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 area 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.