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WALLEYE WEEKEND TEAMS UP WITH HOLIDAY AUTOMOTIVE

(5/28/10)– Fond du Lac’s Holiday Automotive has teamed up with Walleye Weekend to provide the 2010 co-chairs with hot new cars to drive prior to the festival. As the official vehicle supplier, Holiday will also provide Chevrolet trucks and vans to the work crews for use in setting up and operating the three-day event, June 11, 12 and 13.

“We’re thrilled and honored to be part of this with Chevrolet, Wisconsin’s #1 selling brand, sharing the stage with Mercury Marine, #1 on the water, and all the fine sponsors and volunteers who make Walleye Weekend such a huge success,” Mike Shannon, president of Holiday Automotive, said.

This year, Walleye Weekend Senior Co-chair Tony Barthuly will be driving a 2010 Avalanch. Junior Co-chair, Marysue Michels, will be cruising in a 2010 Camaro.

“I am proud and honored to be driving a vehicle provided by Holiday Automotive and my dear friend Mike Shannon,” Marysue Michels said. “Mike’s support of Walleye Weekend is a generous and supportive effort of this tremendous event and of our community.”

“Mike Shannon and the crew at Holiday continue to be such great community partners,” Tony Barthuly said. “I appreciate Mike Shannon’s outstanding support of Fond du Lac’s premier event.”

Holiday Automotive is a full-service, family-owned dealership founded in 1959 and is one of Wisconsin's highest performing dealerships in sales and customer satisfaction.

"We're happy Holiday Automotive is once again willing to partner with us," Mary Ann Dilling, Executive Director of Fond du Lac Festivals, said. "They always provide great service and quality vehicles to the festival, which enables us to prepare the festival grounds for our guests."

Walleye Weekend is brought to you by Mercury Marine, Dr. Pepper Snapple Group, Miller Lite, Michels Corporation, Charter Communications and Bass Pro Shops. For more information on Walleye Weekend visit www.iwalleyeweekend.com.

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