



FOR IMMEDIATE RELEASE

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CHEVY RUNS DEEP AT WALLEYE WEEKEND

(5/31/11)- It's time to get revved up for Walleye Weekend 2011! Come on out to the park to get an inside look at an iconic American brand with The Chevy Experience Tour.

Chevy will be out on Oven Island at Lakeside Park to show guests the latest and greatest in automotive technology. Stop by Friday, June 10 from 3 p.m. to 9 p.m., Saturday, June 11 from 8 a.m. to 9 p.m. and Sunday, June 12 from 8 a.m. to 6 p.m. Chevy will be showcasing the newest vehicles from the brands line-up and interactive displays to get guests involved.

After experiencing all of the great vehicles, register for a chance to win a trip of your creation with the Ultimate Family Vacation Sweepstakes. Chevy will also give you a free gift just for registering. Visiting more vehicles means more entries for the contest.

Walleye Weekend will be held in Lakeside Park on June 9, 10, 11 and 12 and is brought to you by Mercury Marine, Charter Communications, Dr. Pepper Snapple Group and Michels Corporation. For more information on Walleye Weekend, visit www.iwalleyeweekend.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 almost 200 local non-profit organizations.

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