



**FOR IMMEDIATE RELEASE**

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**WALLEYE WEEKEND TEAMS UP WITH HOLIDAY AUTOMOTIVE**

(6/3/11)– Fond du Lac’s Holiday Automotive has teamed up with Walleye Weekend to provide the 2011 co-chairs with hot new cars to drive prior to the festival. Holiday will also provide Chevrolet trucks to the work crews for use in setting up and operating the four-day event, June 9, 10, 11 and 12.

This year, Walleye Weekend Senior Co-chair Marysue Michels will be driving a 2011 Chevrolet Volt. Junior Co-chair, Brian Twohig, will be cruising in a 2011 GMC Sierra Denali.

“Brian and I are very excited to drive the official Walleye Weekend automobiles provided by Holiday Automotive. We’d like to thank Mike Shannon and the Holiday group for the opportunity to drive these vehicles,” said Marysue Michels. “I am especially excited to be able to try out the new Chevrolet Volt.”

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.

Walleye Weekend is brought to you by Mercury Marine, Dr. Pepper Snapple Group, Miller Lite, Michels Corporation and Charter Communication. For more information on Walleye Weekend visit [www.iwalleyeweekend.com](http://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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