



FOR IMMEDIATE RELEASE

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Holiday Automotive is Official Vehicle Sponsor for the Walleye Weekend Team

FOND DU LAC, Wisconsin, May 26, 2009 – Holiday Automotive has been named official vehicle sponsor for the Walleye Weekend team. Chevrolet cars, trucks and vans will be provided to work crews and co-chairs of the festival for use in setting up and operating the three-day event held in Fond du Lac, June 12, 13 and 14.

“We are delighted to be part of this,” stated Mike Shannon, president of Holiday Automotive, “with Chevrolet, Wisconsin’s #1 selling brand collaborating with other business such as Mercury Marine, #1 on the water, and all the fine sponsors and volunteers who make Walleye Weekend such a huge success.”

“Due to community minded individuals like Mike Shannon and his team at Holiday Automotive, more than hundred nonprofit organization will benefit at the festival,” said Mary Ann Dilling, executive director of Fond du Lac Festivals. “We are lucky to have businesses support Fond du Lac’s premier event Walleye Weekend, which enables us to all enjoy a free event, while showcasing our Fond du Lac community.”

Holiday Automotive, based in Fond du Lac, Wisc., is a full service family owned dealership founded in 1959 and enjoys a reputation as one of Wisconsin’s highest performing

dealerships in sales rank and customer satisfaction.

Walleye Weekend is brought to you by Mercury Marine, Yar-Craft Boats, Michels Corporation, Fox Valley Savings Bank, Miller Lite, Pepsi Americas and Charter Communications. For more information on all the events going on at Walleye Weekend, visit fdlfest.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 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 Horicon Bank's Taste of Fond du Lac. These events benefit more than 100 local non-profit organizations.