



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Registrations open for 2022 Burgers & Buns Fun Run

Proceeds to benefit Feeding Wisconsin

MANITOWOC, Wis. — The Wisconsin Beef Council is partnering with Wisconsin Farm Bureau Federation and the Farm Wisconsin Discovery Center to host an in-person and virtual race celebrating agriculture this May Beef Month.

“We were overwhelmed with support from our virtual Burgers & Buns Fun Run in 2021,” Kaitlyn Riley, director of communications and outreach for the Wisconsin Beef Council said. “It seemed right to grow this event and include an in-person opportunity to continue education and outreach about Wisconsin’s robust beef industry.”

The race kicks off at the Farm Wisconsin Discovery Center in Manitowoc, Wis. Saturday, May 14. Attendees can check-in at 9:00 a.m. to pick up their race kits which include an official Burgers & Buns Fun Run t-shirt, a *Beef It's What's For Dinner* brandana (multi-purpose neck gaiter), beef jerky, an admission coupon to the Farm Wisconsin Discovery Center, and other swag.

The race begins at 10:00 a.m. Following the run/walk, participants can enjoy free burgers, access to the Farm Wisconsin Discovery Center, and hands-on educational activities.

Those who cannot attend in-person can lace up anytime between May 15-31 for a virtual fun run. Virtual entrants will be mailed their race kits. Both virtual and in-person races will have an opportunity to win free beef by tagging the Wisconsin Beef Council, Wisconsin Farm Bureau Federation, and Farm Wisconsin Discovery Center on Facebook and Instagram.

Proceeds from Burgers and Buns Fun Run will benefit [Feeding Wisconsin](#). Feeding Wisconsin is the state association of the six regional Feeding America affiliated food banks that provide food to almost 1,000 local food programs in all 72 Wisconsin counties. Together, Feeding Wisconsin’s network provided 86 million pounds of food to Wisconsinites in 2021, an increase of 75 percent over 2019.

To guarantee a complete race kit, those interested in the 2022 Burgers & Buns Fun Run need to [register](#) by March 25. For more information, visit [beeftips.com](#).





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The Wisconsin Beef Council is a producer-directed non-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and Research Act & Order. Half of one dollar remains in Wisconsin for local beef promotion, while the other half is forwarded to the Cattlemen's Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef industry. The WBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from cattle-related organizations around the state of Wisconsin.

Wisconsin Farm Bureau Federation is the state's largest general farm organization with members of every farm size, commodity and management style.

The Farm Wisconsin Discovery Center is a state-of-the-art, interactive agricultural education center located in Manitowoc County. Farm Wisconsin connects visitors' curiosity to the wonder of Wisconsin agriculture and provides guests with a better understanding of their food sources and their importance. The center features 10,000 square feet of hands-on learning opportunities and a birthing barn where visitors may watch a calf being born. The center is a Trip Advisor Top Choice and was named one of Time for Kids' World's 50 Coolest Places of 2019.

