



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Madison Burger Week Kicks off May 16!

VERONA, Wis. — The Wisconsin Beef Council is proud to partner with *The Cap Times* for the return of Madison Burger Week, a weeklong celebration of one of America's most iconic foods.

From May 16–23, dozens of local restaurants, bars, and taverns throughout the Madison area will showcase their best burgers—whether a fan favorite from their regular menu or a brand-new creation crafted just for this special event.

Madison Burger Week gives everyone the chance to explore the city's burger scene and support local establishments while enjoying a variety of beefy creations.

"The Wisconsin Beef Council is thrilled to support this celebration of local flavor and community," Angie Horkan, Wisconsin Beef Council director of marketing, said. "Madison Burger Week offers a fun and engaging way to showcase the quality and versatility of beef."

Diners are encouraged to vote for their favorite burger online throughout the week. The burger with the most votes will earn the title of **Madison's Best Burger**, with the winner announced on **June 4**. As an added bonus, one lucky voter will be randomly selected each day to receive a \$25 gift card to one of the participating restaurants.

Full details on participating restaurants, burger descriptions, and how to vote can be found at www.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.

