

Ettrick Fun Days Press Release

FOR IMMEDIATE RELEASE:

Ettrick Fun Days Has Come a long way since Pickle Days

Ettrick Wisconsin – August 4, 2010

Ettrick Days has come a long way baby, since the first Pickle Queen, Lorna Anderson was crowned in 1969 on a flatbed truck outside of Runnestrand's furniture store, with no beer tent available. Formerly called "Pickle Days" when Ettrick was big in the cucumber industry, The Ettrick Business Association turned the event over to the Lions Club, and Ettrick Fun Days was born. The slogan was adopted simply to encourage residents to have a good time. This year's event is sure to bring good times and appeal to all definitions of fun. Beginning Thursday night, August 26, people will have the opportunity to watch the Pre-season Packer Game with people who can truly give some incite to the Packer organization. The Ettrick Business Center, is hosting an evening to watch the pre-season Packer game against the Indianapolis Colts with Gilbert Brown, Lynn Dickey, Bill Schroeder, and Kyle Brown, in the Graveyard. The shopping expo opens up at 5:00 p.m. with a variety of vendors. The tailgate party begins at 6:00 pm. They will play "Minute-To-Win-It" games during commercials. 50/50 Raffles and other games will be going on as well. At the end of the night there will be a drawing for Packer Tickets. All proceeds from this event will go to the Gilbert Brown Foundation. Gilbert & friends are teaming up with the Ettrick Lions to create even more fun this year.

Lynn Dickey states, "I am really excited to see the new foundation location. I've not been able to make it up that way yet. I have been working with Miss Lori and Gilbert for 2 years now, and it's a great foundation, a great cause and some great people. I truly look forward to being a part of this weekend!"

"I can't think of a better way to spend the Thursday night before a great golf tournament!" Bill Schroeder says, "I am excited to be playing the Ettrick Golf Course for the first time, and look forward to this being an annual event."

"It's different to watch the game from this side of the table. I enjoy being with the fans. It's something you didn't really get the opportunity to do before. And where else would you have the Grave Digger and his friends wait on you, besides at the Graveyard in Ettrick??" Boasts Gilbert. "After all it's the only Graveyard you really want to be in!"

Queen Coronation & Awards will be held at the Ettrick Community Center Thursday evening at 7:00 p.m.

Friday August 27, will begin with a Golf Tournament at the Ettrick Golf Course where you can play Golf with Bill Schroeder & Lynn Dickey. At 11:00 am, Bill Schroeder will put on his world famous Trick Show Expo. A Shot Gun Start opens the tournament and you must be pre-registered. Prizes include a trip for two to Florida with Gilbert Brown and Friends at Varsity Club, with airfare and hotel. Friday evening, in the beer tent, from 6:00pm to 9:00 pm Gilbert & Kyle Brown will conduct a Deal or No Deal show that is better than a Vegas act! Here is a chance to interact with players and boast your endorphins with loads of laughter. "I really get excited about being with the people & making them laugh, it gives you a good feeling about the work we do." Says Kyle Brown.

Saturday, August 28, 2010, at the Graveyard Bar in the Etrick Business Center, begins with a Bloody Mary Bar at 9:00 am, followed by a Fun Day at "The Graveyard". There will be games, prizes, raffles, Packer merchandise, slushies for the kids, margaritas for the adults, meat raffles, Glow Works merchandise, envelope game for kids and adults, grab-bags, bingo, pull tabs bingo, pull-tabs, and meet & greet with Gilbert Brown, & Lynn Dickey are just a few of the things that will be happening during the day. It also includes a fun day of shopping at the Graveyard where vendors will have jewelry, purses, candles, crafts, home décor and much more on hand. The Graveyard will be open and the activities will continue through the end of the Tractor Pull. Live music starts at 9pm in the Beer Tent.

Sign up for the Poker Run in the Parking Lot of the Graveyard at 10:00 am – Return by 5 pm and prizes will be drawn at 5 pm in the beer tent in downtown Etrick. Get a picture of you and your motorcycle next to Gilbert Brown taken at the Graveyard Parking Lot (Etrick Business Center). Photos will be \$25 with all proceeds going to the Gilbert Brown Foundation. For more information call Hog Daddy's at (608) 525-HOGS.

At 11:00 am the Bean Bag (Corn Hole) Tournament begins in the Graveyard Parking Lot. Every participant will receive two drink chips for the Graveyard and will be entered to win 2 PACKER TICKETS! Winning team will receive a \$25 bar tab to the Graveyard and each person will receive a Packer prize pack.

The Gilbert Brown Foundation is putting on a Football Camp for kids in the coulee region area August 27, 2010 from 2:30 pm to 4:00 pm at the Etrick Business Center. The basic cost of the camp is \$25, with other packages available. The Etrick Lions Club announced today that it will provide 100 ten dollar scholarships to the first 100 kids that sign up for the camp, in an effort to allow all area children to participate at a high level. Gilbert Brown & Lynn Dickey will provide professional football drill instruction with a motivational speech following the camp. To register, call 608-525-2326 or go to the website at www.gilbertbrownfoundation.org to download the form. Boys and girls of all ages are encouraged to participate. Participants must have a good attention span, be old enough to follow direction, and should wear appropriate shoes & clothing.

"The Etrick Lions Club is thrilled to offer this opportunity to the community. How many times do you get a chance to have a true super bowl champion coach your kids? We see this as a great opportunity to give the children in our community a first class learning opportunity, both in life lessons and football," says Kevin Corcoran, Etrick Days Event Coordinator. "We are looking forward to a great turnout and hope our financial contribution will help make that happen."

The Truck & Tractor Pull will start at 6:00 pm with the Truck Classes which include Stock 5800#, Stock 6200#, Open Stock 4 x 4 Gas, 6.2 Diesel & Street and Open Diesel Stock Truck followed by the Tractor Classes which include Farm Stock 5500/6500#, 3000 RPM 9500-10500#, and Hot Farm 6000-7500#. The entry fee is \$20.

On Sunday, August 29, 2010, from 7:30 to 11:00 am plan to attend a Free Pancake & Sausage Breakfast at the Etrick Town Hall, sponsored by the Etrick Fire Department. All donations welcome. Families are encouraged to attend Ecumenical Church Service at the Etrick Community Center at 9:30 a.m. Sunday morning. Food stands open at 11:00 and carnival rides are available all weekend.

The 14th Annual Car Show, presented by the Ram Rods Car Club begins at 11:00 am. You can register from 10:00 - noon. For more information call Les at 525-6308 or Kevin at 582-

4019. The parade starts at 1:00 pm featuring the 451st. Military Band from Minneapolis, MN. Gilbert Brown will be the Grand Marshall.

From 3-5 pm Ginny & the Right Combination will have live music in the Beer Tent followed by the 50/50 Drawing – Tornado of Cash for Second Prize sponsored by the United Bank in the Beer Tent.

Join Gilbert Brown, Bill Schroeder, and Lynn Dickey for the weekend of August 26 - 29, 2010 for Ettrick Days and at the Graveyard, N22676 Hwy 53, Ettrick WI. 54627. You can go to the website for forms and details at www.gilbertbrownfoundation.org or call 608-525-2326 for more information.

To schedule an interview with Gilbert Brown or Lynn Dickey please call: Lori Severson

Severson & Associates Cell: 608-792-5915 Email: lori@seversonandassociates.com

Contact information for Events:

Name	Contact Number	Title	Email/Events
Bryan Jacobs	608-865-0444	Lions President	jbaeirjake@aol.com Car Show Parade Duck Race Tractor Pull
Kevin Corcoran	608-787-9792	Ettrick Days Event Coordinator	kicork@centurytel.net Overview of the events Football Camp Car Show
Russ Mills	608-525-8008	Lions Member	generalmills67@gmail.com Deal or No Deal Pedal Pull & Egg Toss
Jerome Bishop	608-525-4006	Ettrick Lions Treasure	harptielbr@hotmail.com Golf Tournament Chair
Danielle Halverson	608-386-0752	Graveyard Manager	dhalverson19@gmail.com Bean Bag Tournament Family Fun at the Graveyard
Josh – Hog Daddy's	608-864-2599	Poker Run Chair	hanner989@yahoo.com Poker Run
John Beirne	608-797-3411	Village President	jbsb@centurytel.net Event history & overview
Leah Matchey	715-985-2390	Expo Coordinator	Leah320@trivest.net Shopping Expo
Dean Halsted	608-525-5155	History	sharstad@centurytel.net
Linda Poss	608-484-0035	VP United Bank	lposs@unitedbankwi.com Tornado of Cash
Lori Severson	608-792-5915	Gilbert Brown Foundation	lori@seversonandassociates.com