



NEWS RELEASE

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Festival Foods Announces New Location for Community Fireworks

FORT ATKINSON, WISCONSIN – (APRIL 1, 2019) – Festival Foods today announced a new location for its annual fireworks festivities previously held in the neighborhood of Fort Atkinson. The 2019 Festival Foods Fireworks will be held in the City of Jefferson at the Jefferson Golf Course beginning at 9:30 p.m. Wednesday, July 3.

In past years, the show was held at the Fort Atkinson High School. With a new location at the Jefferson Golf Course in central Jefferson County, Festival Foods officials hope to welcome more residents from throughout the county to the larger venue.

“We are excited that this location will allow us to welcome more area residents to the show than ever before,” said Mark Skogen, Festival Foods president and CEO. “We invite the Fort Atkinson neighborhood and surrounding communities to mark your calendars and join us at the Jefferson Golf Course for this Independence Day celebration and family tradition.”

Chrome Fireworks and Displays will coordinate the fireworks display. Owner Jim Krueger said his company coordinates other shows for Festival Foods and it's been a terrific partnership.

“With the additional support of Festival Foods, we are able to increase our show in size and length to create the largest show we have provided to Jefferson County,” Krueger said. “We look forward to inviting many of the neighboring communities throughout the county.”

For more information regarding Festival Foods fireworks, visit FestivalFoodsFireworks.com.

ABOUT FESTIVAL FOODS

Founded in 1946 as Skogen's IGA, Festival Foods is a Wisconsin family- and employee-owned grocer that is committed to giving back to the communities it serves and to providing guests with exceptional service and value. The company began operating as Festival Foods in 1990 and today employs more than 7,500 full- and part-time associates. Festival Foods currently operates 32 full-service supermarkets across the state of Wisconsin. For more information about Festival Foods, visit www.festfoods.com.

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