



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Register now for the 3rd Annual Burgers & Buns Fun Run

MANITOWOC, Wis. — Registration is open for the 3rd Annual Burgers and Buns Fun Run hosted in person at the Farm Wisconsin Discovery Center on Saturday, May 20 and virtually throughout May with proceeds benefitting Feeding Wisconsin.

The Wisconsin Beef Council is once again partnering with the Wisconsin Farm Bureau Federation and the Farm Wisconsin Discovery Center for this event celebrating May Beef Month. In 2022, the race raised \$4,500 for Feeding Wisconsin to help purchase beef for families in need. Feeding Wisconsin is the state association of the six regional Feeding America affiliated food banks that provides food to almost 1,000 local food programs in all 72 Wisconsin counties.

“We are proud to see this fun run turn into an annual event for the beef industry that also provides a valuable protein source for Wisconsin families,” Kaitlyn Riley, Wisconsin Beef Council director of communications and outreach said. “With our in-person and virtual opportunities, we plan to use the race for continued education and outreach about Wisconsin’s robust beef industry.”

The race kicks off at the Farm Wisconsin Discovery Center in Manitowoc, Wis. during Beef Fest on Saturday, May 20. 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, an admission coupon to the Farm Wisconsin Discovery Center, and a free burger coupon that can be redeemed after the race.

Those who cannot attend in-person can lace up anytime in May for a virtual fun run. Virtual entrants will be mailed their race kits which will include the official shirt and a Farm Wisconsin Discovery Center admission coupon that can be used through the end of summer.

All participants can enter to win a free beef gift certificate by posting a picture of their race experiences and tagging the Wisconsin Beef Council, Wisconsin Farm Bureau Federation, and Farm Wisconsin Discovery Center on Facebook and/or Instagram.

To guarantee a complete race kit, those interested in the 2023 Burgers & Buns Fun Run need to [register](https://www.beeftips.com) by May 1. For more information, visit [beeftips.com](https://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.

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.

