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# Press Release

FOR IMMEDIATE RELEASE

## **Johnsonville Sausage and Rogers Bayfest introducing a new scholarship fund**

Rogers Bayfest Festival of Performing Arts has joined forces with Johnsonville Sausage and their Big Taste Grill™ to create a new scholarship program for local students.

“Our mission at Rogers Bayfest is to promote, preserve and perpetuate arts and cultural activities. Keeping in line with our mission we are introducing the new scholarship; to carry on and help spread art and entertainment,” says Michele Stokley, Executive Director of Rogers Bayfest.

While on tour across Canada and the United States the Johnsonville Sausage fleet of Big Taste Grills™, each named after a member of the Johnsonville family, has helped to raise over \$2.5 million for local and national charities.

Alice, the original Johnsonville Sausage Big Taste Grill™ was built in 1995, to celebrate the company’s 50<sup>th</sup> anniversary. Alice was soon followed by two more Big Taste Grills™, Launa and Shelly.

“Most people do not know that Bayfest is a not-for-profit charity,” says Stokley. “With the introduction of this scholarship we are hoping Bayfest fans will start recognizing Bayfest not only for its great summer performances, but as a charity to create a better understanding of the arts year round.”

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Each year, the Big Taste Grills™ cook close to a million Brats while touring Canada and the United States.

Measuring 65 feet long and 20 feet tall, with the ability to cook 750 bratwursts at a time or 2,500 per hour, the Big Taste Grill™ is without a doubt the largest grill in the world.

“One dollar from every Brat sold during Rogers Bayfest will go directly to our new scholarship fund,” says Stokley. “And with this fun and memorable way for people to enjoy the great taste of a Johnsonville bratwurst sausage, who wouldn’t want to try one?”

A four foot aluminium walkway along the border of the grill allows for over 12 grill masters to have plenty of room to move as they grill the flavourful sausages to perfection. But not to worry, you will be able to take in everything the grill has to offer as you visit the viewing platform.

Stop by and meet Miss Launa, the Big Taste Grill™, at Rogers Bayfest.

To learn more about the Johnsonville Big Taste Grill™ visit [www.johnsonville.com/bigtastegrill](http://www.johnsonville.com/bigtastegrill) or [www.johnsonville.com](http://www.johnsonville.com)