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**Media Contact:**

Kristen Tracy  
Director of Communications  
262-250-2802

[kristen.tracy@cousinssubs.com](mailto:kristen.tracy@cousinssubs.com)

## COUSINS SUBS® ANNOUNCES SUMMERFEST TICKET PROMOTION

*Sub shop rewards customers with free ticket offer to iconic music festival.*

**MILWAUKEE (April 1, 2025)** – [Cousins Subs](https://cousinssubs.com)® announced today the return of its [Summerfest](https://summerfest.com) ticket promotion, giving customers a free weekday festival ticket with a qualifying purchase. Now through April 30, guests who spend \$30 or more on [cousinssubs.com](https://cousinssubs.com) or the Cousins Subs mobile app will receive a complimentary ticket to the 2025 festival.

"We're thrilled to continue our partnership with Summerfest and give our guests another way to enjoy one of the best music festivals in the world," said Justin McCoy, vice president of marketing at Cousins Subs. "A great meal and live music are the perfect combination, and we're excited to bring them together again this summer."

"We're thrilled to partner with Cousins to make it even easier for our fans to access the festival. This collaboration gives fans the opportunity to experience the music, entertainment, and, of course, delicious food that make Summerfest the best nine days of summer," said Sarah Pancheri, President and CEO of Milwaukee World Festival, Inc.

Customers who qualify for the promotion will receive an email with a unique code and a link to redeem their ticket on Summerfest's website. Codes may take up to five business days to process. The complimentary tickets are valid Thursdays and Fridays from open until 4 p.m. Orders placed in-store or through third-party apps do not qualify.

Cousins Subs, a Milwaukee-based brand, has partnered with Summerfest for more than 40 years. Festival-goers can visit the Cousins Subs stand at the Miller Lite Oasis to enjoy grilled and deli-fresh subs, fries and Wisconsin Cheese Curds.

For more information, visit [cousinssubs.com](https://cousinssubs.com).

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### **ABOUT COUSINS SUBS**

Wisconsin-based [Cousins Subs](https://cousinssubs.com)®, a family-owned, fast casual sub shop established in 1972 by Bill Specht and his cousin, is driven by the mission to Believe in Better – both in the quality of food it serves and in the communities it supports. Cousins Subs and its franchisees operate nearly 100 sub sandwich shops in Wisconsin and Indiana,

providing guests with quality deli fresh and made to order grilled subs using only the freshest ingredients on its signature bread baked daily. For more information, visit [www.cousinssubs.com](http://www.cousinssubs.com). You can also find Cousins Subs on Facebook, LinkedIn, Twitter, Instagram and TikTok.

#### **About Summerfest presented by American Family Insurance**

Summerfest presented by American Family Insurance is one of the most iconic celebrations of music in America, hosting the industry's biggest acts for an unforgettable live music experience. Since its inception in 1968, Summerfest continues to distinguish itself as a premier independent national music festival and has developed an unrivaled reputation, consistently featuring hundreds of performances across 12 stages, throughout the permanent 75-acre festival grounds along Lake Michigan. Summerfest will take place over three weekends – June 19-21, June 26-28, July 3-5, 2025. For the latest information, visit [Summerfest.com](http://Summerfest.com), or Facebook, X, Instagram and TikTok: @Summerfest.

Milwaukee World Festival, Inc., producer of Summerfest, continues to fulfill its nonprofit mission of bringing the community together and providing a showcase for performing arts, activities, and recreation to the public, through music and special events.