

## MEDIA ALERT

FOR MORE INFORMATION:

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## COUSINS SUBS® KICKS OFF 'BIG GIG GIVEAWAY' WITH FREE SUBS AND SUMMERFEST TICKETS

*Sub Shop Celebrates Promotion with 50 Free Subs & Summerfest Admission Tickets*

**WHAT:** Milwaukee-based [Cousins Subs](https://cousinssubs.com)® and [Summerfest](https://summerfest.com) present festival-goers with the return of an annual favorite: the Big Gig Giveaway. To kick off the promotion, Cousins Subs will offer 50 free subs and pairs of Summerfest general admission tickets to the first 50 attendees at the Summerfest Mid Gate entrance at Henry Maier Festival Park on May 14, 2025, starting at 11 a.m., while supplies last.

The lucky first 50 attendees can choose Cousins Subs' exclusive Italian Stallion from this year's Summerfest menu as their free sandwich. Guests can also sample the Summerfest exclusive Big Bang Shake.

**WHY:** From May 12<sup>th</sup> - June 8<sup>th</sup>, 2025, music lovers can enter daily at [cousinssubs.com/biggiggiveaway](https://cousinssubs.com/biggiggiveaway) to win a VIP festival experience that includes two tickets to an American Family Insurance Amphitheater Summerfest concert, VIP passes, Summerfest Store gift card, dinner courtesy of Cousins Subs, overnight hotel stay and parking.

**WHEN:** **Wednesday, May 14, 2025**

### Schedule of events & b-roll opportunities:

- **10:30 – 10:45 AM:** Media staging
- **10:30 – 11:15 AM:** Interviews with Cousins Subs & Summerfest reps
- **11:00 AM – 12:00 PM:** Free sub & ticket giveaway to the first 50 people

\*Lunch will be provided to members of the media who attend.

**WHERE:** Summerfest Mid Gate Entrance

**TO ATTEND:** Media looking to attend the event should contact **Kristen Tracy** at [Kristen.Tracy@cousinssubs.com](mailto:Kristen.Tracy@cousinssubs.com) or 262.250.2802.

### INTERVIEW OPPORTUNITIES:

Representative:	Title:
Kristen Tracy	Director of Communications, Cousins Subs
Lena DeLaet	Director, Sales & Summerfest Tech, Milwaukee World Festival, Inc.

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## **ABOUT COUSINS SUBS**

Wisconsin-based [Cousins Subs®](https://www.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](https://www.cousinssubs.com). You can also find Cousins Subs on Facebook, LinkedIn, X, 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](https://www.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.