



HOME of the
HAMBURGER, Inc.

Changes for the 32nd Annual Burger Fest and 20th Hot Air Balloon Rally

FOR IMMEDIATE RELEASE

July 2, 2020

(Seymour, Wis.) – The Home of the Hamburger will celebrate its 32nd year of Burger Fest a little differently this year. With many events canceled or postponed due to the ongoing pandemic, the Home of the Hamburger Board is making changes keeping the health and safety of the community in mind. As a result, the Hot Air Balloon Rally is postponed until 2021 with a modified Burger Fest on August 8, 2020.

“Based on guidance from Outagamie County and discussions with city, school, police, fire and EMS officials and volunteer groups, we decided that a modified event and postponing the hot air balloon rally is the best way to ensure safety,” explains Donnie Planert Jr., Home of the Hamburger Board President. “The safety of our guests will always be the number one priority.”

Burger Fest 2020 will still have its parade starting at 11 a.m. to commemorate Hamburger Charlie’s 150th birthday, followed by the Burger Fest car show. The cars will be featured in the parade before being on display on Depot St. The parade will be live streamed on the Home of the Hamburger’s Facebook page. The 200 lb. burger will be donated to essential workers.

Events that will not be taking place as part of Burger Fest 2020 include the Bun Run, Kids Run, Ketchup Slide and Burger Eating Contest. The Home of the Hamburger Board will include additional virtual activities and a scavenger hunt for five and less, that will allow for social distancing.

For additional details and updates on this year’s Burger Fest, please visit the [Home of the Hamburger website](#) or find the Home of the Hamburger on [Facebook](#), [Twitter](#) or [Instagram](#).

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