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# THE “#MUSTARD CHALLENGE” AT NATIONAL MUSTARD DAY \*\*\* SATURDAY, AUGUST 5, 2017 \*\*\*

(MIDDLETON, WI) Hubbard Avenue in Middleton will be awash in yellow as the **National Mustard Museum** hosts its 27th annual **National Mustard Day** celebration on **Saturday, August 5**, from 10 a.m. to 4 p.m. This year’s big squirt will be the world’s biggest **#Mustard Challenge**.

The Mustard Museum has partnered with the cancer research accelerator “**No More Kids with Cancer**” to promote the “#Mustard Challenge” by which people show their support for increased pediatric cancer research by eating a giant spoonful of mustard, capturing the moment on video, and sending it off to friends everywhere. Similar in concept to the highly successful ALS Ice Bucket challenge, the Mustard Challenge will emphasize the need for greater resources going to childhood cancer research. At 1:00 p.m., mustard lovers, led by the **French’s mascot**, will gather in front of the Main Stage to eat spoonfuls of their favorite mustard, putting on the world’s biggest “Mustard Challenge.”

National Mustard Day is the family-friendly salute to the King of Condiments featuring live music, mustard games, lots of **Vienna Beef** hot dogs (to be slathered with mustard), frozen mustard custard from **Culver’s**, and authentic French crepes by SchoolGrounds Cafe. Games include “Hoops for Koops” Mustard Ring Toss, Fishing for Mustard, the Plochman Mustard Wheel of Fortune, Mustard Bowling, and the always popular “Feed the Curator.” Milwaukee Brewer legend **Stormin’ Gorman Thomas** will be on hand with his mustard-based Stormin’ Sauce, the perfect sauce to go on the delectable offerings of **Middleton BBQ**.

The **POUPON U Accordion Band** will kick off the day’s activities and local favorites **The Red Hot Horn Dawgs**, followed by **Marcy and the Highlights**, will fill the stage. More entertainment and special children’s activities round out the day.

The National Mustard Museum celebrated its first National Mustard Day in 1991 with only a small gathering of friends in the Curator’s back yard. It has grown to a major festival known around the world for its surreal dedication to a condiment that millions may take for granted – though not the mustard fanatics at the Mustard Museum.

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Last year, more than 6,000 fans of the Golden Condiment attended National Mustard Day and even more are expected this year. Back by popular demand is a batch of **Chocolate Cherry Mustard Custard**, made for the Mustard Museum exclusively by **Culver's**.

Major sponsors of National Mustard Day include mustard makers **French's, Beaverton Foods, Silver Spring Foods, Koops' Mustard, Plochman's Mustard, Devey Mustard and Condiments**, and **Barhyte Specialty Foods**. Other generous sponsors include **Vienna Beef** (hot dogs), **S. Rosen** (buns), **Culver's** (frozen mustard custard) **School Grounds Coffee House** (Crepes), **Capital Wealth Advisory Group**, and the law firms of **Boardman & Clark** and **Kobelt Law Office**. . Special thanks go to the **Middleton Community Development Authority** and the **City of Middleton, Wisconsin**, for their assistance in making National Mustard Day possible. The **Sauk Trails Optimist Club** will also provide a slew of volunteers for the day's activities.

The nonprofit National Mustard Museum holds the world's largest collection of mustards (approaching 6,000) and mustard memorabilia. Founder and Curator **Barry Levenson** reminds food lovers that mustard is not only a versatile condiment but a healthy one, too. "With no more than 10 calories per serving and no fat or cholesterol, it really is the King – and Queen – of Condiments."

With the help of Confidential Condiment Counselors, visitors can taste more than 450 different mustards, on National Mustard Day and every day, in the Museum's Gourmet Gift Shop. The Museum is also the home of America's tongue-in-cheek Mustard College: **POUPON U**.

*For more information, contact Barry Levenson at the National Mustard Museum (608-831-2222) or via cell (608-235-3870). Information about National Mustard Day and the National Mustard Museum is available on the Museum's web site: [www.mustardmuseum.com](http://www.mustardmuseum.com).*

