



*America's Favorite Condiment Museum!*

## VIRTUAL MUSTARD DAY!

### *Live Streaming the 2020 Mustard Day Celebration*

**MIDDLETON, WI** — For the last twenty-eight years, the National Mustard Museum has celebrated National Mustard Day on the first Saturday in August with a popular street festival that has attracted thousands of mustard lovers from around the country. This year, due to COVID-19 and the precautions necessary to protect us all, Mustard Day (August 1) will be **virtual**.

The annual salute to the King of Condiments will be a **Facebook Live** streaming event that mustard lovers all over the world can “attend.” According to Mustard Museum founder and Curator **Barry Levenson**, “We know that the loyal fans of mustard and the Mustard Museum will want to be part of this year’s virtual festivities. Because it will be over the internet, that means it’s **International Mustard Day**.”

The Facebook Live event will start at **10:30 am (CDT) on Saturday, August 1**, and feature:

- Cooking demos — making food even more delicious with mustard;
- Interactive tour of the National Mustard Museum;
- Contests and prizes (you could win a year’s supply of great mustard);
- Q & A with the Curator via live chat;
- Music, including sing-alongs with the POUPON U choir director;
- Video greetings from mustard companies and mustard lovers from around the world;
- Hot deals from the gift shop/online store and other Middleton businesses.

“We certainly want people to attend the Mustard Day street festival in Middleton next year,” says Levenson, “but I see this as the beginning of an International Mustard Day tradition that will carry on.” The theme of this year’s International Mustard Day is musical in origin and spot-on timely: “What the World Needs Now is Mustard, Sweet Mustard.”

We thank **French’s Mustard** and the **Middleton Community Development Authority**, major sponsors of this year’s International Mustard Day Live Stream.

Details on the live stream and more about the museum, including the museum’s new book, *The Art of Mustard*, are available at [mustardmuseum.com](http://mustardmuseum.com).

*For more information, contact Barry Levenson at [curator@mustardmuseum.com](mailto:curator@mustardmuseum.com).*

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