



# Wine & Food Festival Media Kit

**T**he annual Wine & Food Festival is the largest annual fundraiser for the MSU Billings Foundation & Alumni. The festival raises dollars to assist in the foundation's important work, especially in providing student scholarships. The Wine & Food Festival is the perfect recipe for student support. What started as a volunteer-driven idea has grown into a premier regional events drawing domestic and international winemakers, gourmet chefs, and industry experts.

Wine & Food Festival changes each year to embrace new culinary styles and wine from around the world, and appeal to the many people who attend a variety of events leading up to and during the week-long festival in May. Guestchef presenters, live and silent auctions, world-class cuisine, fine wine, cooking schools, and more make this festival a truly special program. Every dollar raised supports the MSU Billings Foundation & Alumni and the students of Montana State University Billings.

## Festival History

The annual Wine & Food Festival is the result of an ad hoc committee formed in 1992 by the MSU Billings Foundation & Alumni. The committee was tasked with exploring options for a special event which would increase campus visibility, provide scholarship dollars to students, and engage community volunteers with the foundation and university. Dona Hagen, Gail Waller, Dottie Hollatz, Corby Skinner, Deb Dzuck and Dr. Bruce Carpenter were the founding committee members. After researching nationwide festivals, the foundation approved the idea for a wine festival and provided the necessary start-up funds. Briggs Distributing Company and Marriott Food Services joined the team to make the first event a success. In 1993, the first Wine & Food Festival took place over two days and raised \$43,000 in net proceeds.

## 2023 Co-chairs

Cynthia Arneson and Cheryl Terry

# \$7.1M

Net raised through 30 festivals

## 2023 Wine & Food Festival

The MSU Billings Foundation & Alumni is thrilled to announce the 2023 Wine & Food Festival is a go! Mark your calendars for May 18-20. Starting on Thursday, May 18th, prepare to tempt your taste buds with exquisite wines at the Winemaster Symposium. The fun continues, so join us too for the Friday night tasting of fine wines and food, leading into the Saturday night grand event featuring a gourmet dinner and auctions.

## Event Contact

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## About Director of Special Events Kelly Schrock

**K**elly Schrock recently joined the MSU Billings Foundation & Alumni team in 2021. She advocates for student success - working exclusively organizing the annual Wine & Food Festival, the largest annual fundraiser for the foundation.

Schrock previously served as Development Coordinator at RiverStone Health Foundation for eight years. She managed annual fundraising campaigns, three major special events, and external communications.

“Kelly’s background in marketing, volunteer management, and donor development makes her a great fit for this role,” said Senior Development Officer Jeanne Moller, the long-time coordinator of the Wine & Food Festival. Moller recently retired.

“I am very excited to join the MSUB Foundation team,” Schrock said. “Jeanne Moller has done an amazing job with the Wine & Food Festival, and I look forward to continuing the growth of this community event on the foundation she created.”

Schrock holds a bachelor’s degree in business administration with an emphasis in management and marketing from the University of Montana.

*“We are looking forward to all of this year’s Wine & Food Festival excitement and hope you will join us for the festival in May.”*

**Kelly Schrock**

*Director of Special Events*

