



FOR IMMEDIATE RELEASE

June 28, 2024

COUNTRY FEST ANNOUNCES NAME CHANGE

Lainey Wilson among 2025 artists

CADOTT, Wis. — In a significant move after 37 years, Country Fest is rebranding to "Hoofbeat." The popular annual event, known for its next level festival experience, is taking on the new name that organizers say better reflects its essence and future direction.

"We've grown beyond our humble beginnings," festival promoter Wade Asher said. "It's time for a name that fits like a pair of well-worn boots – a new anthem as we rage against the ordinary."

The rebrand to "Hoofbeat" is described as a nod to the festival's Wisconsin roots, with a fresh perspective for the future. Festival organizers emphasize that despite the name change, the ownership and crew remain the same, continuing the legacy of delivering a fan-driven experience. The rebrand is set to usher in a new era, blending the festival's rich history with exciting future prospects.

In conjunction with the rebranding announcement, Hoofbeat revealed that Lainey Wilson is set to perform among the 2025 roster. Wilson, celebrated for her powerful vocals and energetic performances, is expected to deliver a memorable show that will resonate with both longtime attendees and new fans.

The 2025 festival is scheduled for June 26-28. Tickets will go on sale when the full lineup is announced in the fall, promising fans an even better experience while maintaining the festival's tradition of affordability.

For more details and updates, visit HoofbeatFestival.com

###

ABOUT HOOFBEAT

Wild, Wild Wisco

3 days ☀️ 5 stages 🎵 40+ bands 🏜️ 7,500 campsites

The country's largest party in a hayfield 

June 26-28, 2025

Est. 1987

Hoofbeat (formerly Country Fest) is the country's largest party in a hayfield, bringing together fans from across the nation for unforgettable performances, camping memories and a celebration of the Wisconsin spirit. Established in 1987, the festival continues to evolve while staying true to its roots, delivering a fans-first experience year after year.

Media contact:

Hannah Cole, Hannah@HoofBeat.com