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**Jamboree**

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# Jamboree set to offer 'A Taste of Fun'

By **Sandra Landen Machaj**  
CORRESPONDENT

The Burlington Jamboree, which replaced the Chocolate Fest in 2020 will run May 26 through May 29 on the Burlington fairgrounds.

"While the Burlington Jamboree will be holding its third event this year, the name dates back to 1936, when the city held a July Jamboree," said Bil Scherrer, general chairman of the Jamboree.

Scherrer said there will be live bands daily on the Lions Club Main Stage Tent. The event will also feature a variety of family entertainment focusing on children's activities. Families can enjoy pig, duck, and goat races, magical bubbles, knockerball, bumper boats, a petting zoo, and a large carnival among other activities.

Since the theme for the 2023 Burlington Jamboree is "A Taste of Fun," there will be a variety of food favorites including corn dogs, elephant ears, popcorn, Wisconsin cheese curds and many other favorite foods.

North American Midway Entertainment will provide the midway.

On Sunday morning, a church service will be held by Faith Chapel. There will be a blessing of bikes, a breakfast and a 5K/10K Walk Run at Riverside Park.

Festival hours will be 4 to 11 p.m. Friday, May 26; noon to 11:30 p.m. Saturday and Sunday, May 27 and 28; and

**If you go...**

**WHAT:** Burlington Jamboree  
**WHERE:** Fairgrounds at 681 Maryland Ave.  
**WHEN:** Memorial Day Weekend, May 26 to 29  
**COST:** Free admission  
**INFO:** [www.burlingtonjamboree.com](http://www.burlingtonjamboree.com)

noon to 6 p.m. Memorial Day, May 29.

"For everyone's safety and an enjoyable event for all, no pets, bikes, skateboards, weapons, carry-ins, grilling, or foul language will be allowed.

For more information, call 262-661-1951 or visit [www.burlingtonjamboree.com](http://www.burlingtonjamboree.com).

## Memorial Day parade returns

Three years ago, the COVID-19 pandemic forced the cessation of the Memorial Day parade in Burlington. This year because of the efforts of the local veterans' groups who felt it was time to return to honoring those veterans who lost their lives with a parade as was done before

covid, it will return.

"The four veterans' organizations, The VFW, The American Legion, the Marine League and the Disabled American Veterans, working together decided it was time to again restore the parade," shared VFW Post 2823 Commander Mike Olson.

The parade will include a variety of floats, police and fire vehicles, National Guard Vehicles who will transport veterans unable to walk the parade route, a wide variety of classic automobiles, and a marching band from the local high school along with Veterans from all branches of the military services from the area, will march in the parade.

According to Olson, this year the parade will again follow its original route, stepping off on Monday, May 29, at 9 a.m. and proceeding down Kane Street to Milwaukee Avenue and ending at Echo Park. Here there will be ceremonies including a 21 gun salute, the laying of a wreath in Echo Lake by the Boy Scouts from a canoe, and the playing of taps in honor of the deceased veterans.

Another memorial ceremony will be held at the Veteran's Memorial here in Echo Park, again with a 21 gun salute.

The veterans will continue to the three main cemeteries in Burlington, the City of Burlington Cemetery, St Mary's Cemetery, and St. Charles' Cemetery to again honor the veterans who died in the service of their country.

## Burlington Jamboree 2023

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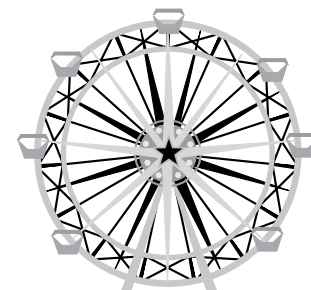
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**on the cover:** The midway at the Burlington Jamboree offers fun for kids of all ages.

CHAD HENSIK *Burlington Jamboree*

**above:** Bumper cars are a draw for kid, teens and adults at the Burlington Jamboree. The annual festival features a full midway with rides, games, food and fun Memorial Day Weekend.

CHAD HENSIK *Burlington Jamboree*





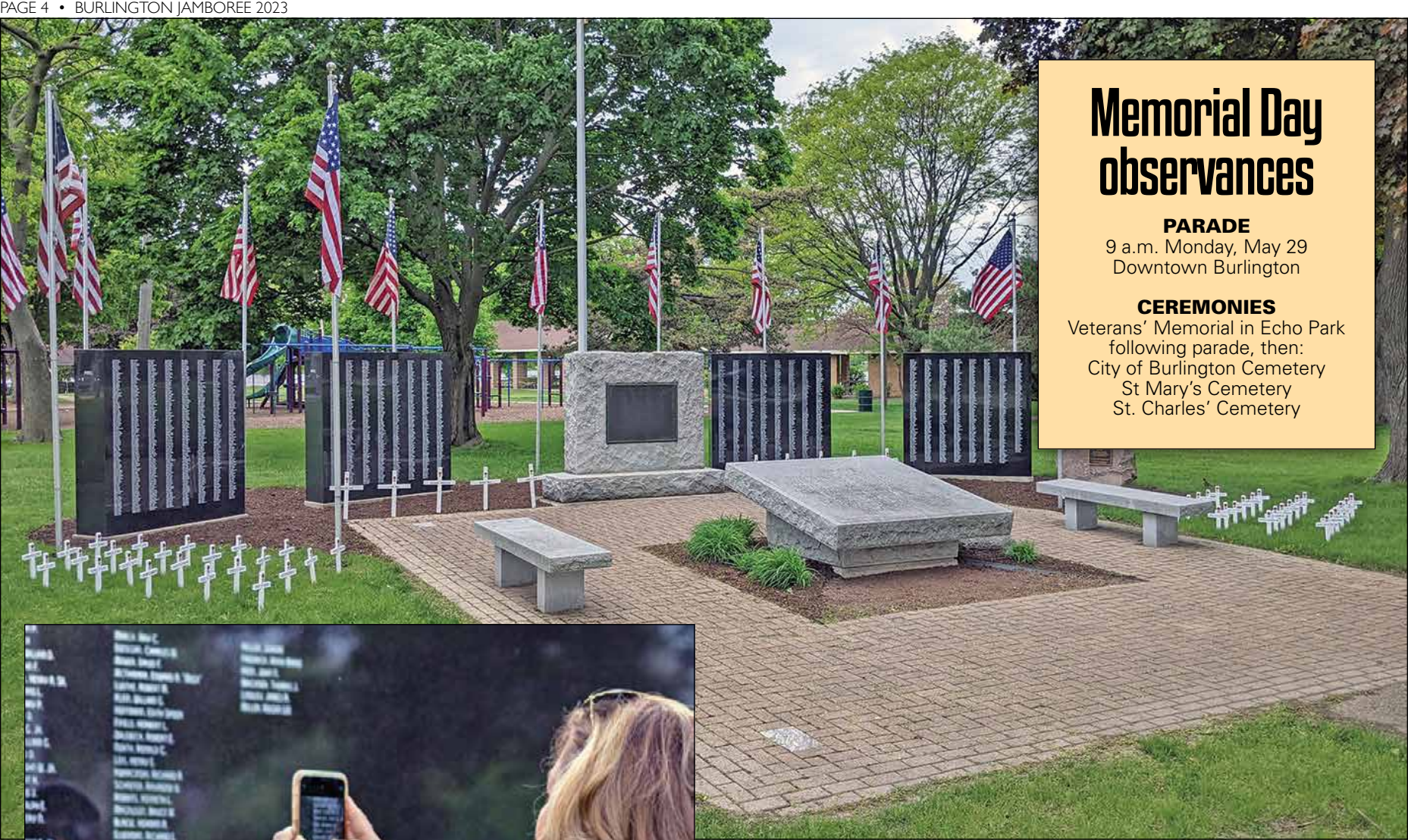
# Memorial Day observances

## PARADE

9 a.m. Monday, May 29  
Downtown Burlington

## CEREMONIES

Veterans' Memorial in Echo Park following parade, then:  
City of Burlington Cemetery  
St Mary's Cemetery  
St. Charles' Cemetery



ED NADOLSKI Burlington Jamboree



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# Memorial Day observances

The Burlington Memorial Day observances, along with the parade, will return this year. The parade was cancelled for several years because of the COVID-19 pandemic.

**above:** People gather at the Burlington Veterans Memorial following the 2021 Memorial Day observance. Burlington Mayor Jeannie Hefty announced a fundraising campaign to improve the accessibility at the memorial for people with handicaps.

**top:** The Burlington Veterans Memorial was erected in 2016. It features the names of deceased local people who have served in the military.

**at left:** Kim Paulus takes a photo of Jeffery Paulus' name on the Memorial Wall during the 2021 observance in Burlington.





# Fammin' at the Jamboree



The 2022 Burlington Jamboree returned with free admission Memorial Day weekend. The Jamboree featured a midway loaded with rides and games from North American Midway Entertainment, a 4-H petting zoo, live music on the Lions Club Main Stage inside the beer tent, Pleasure Valley pig, goat, and duck races, tons of fair food favorites, and more. **Clockwise from top left:** the Jamboree has rides for everyone; pizza by the slice was available for purchase; kid of all ages enjoyed the games in the Midway; this elephant themed ride was a hit with the younger kids; funnel cakes are a big hit; the Ferris wheel lights up the night sky.



# On stage at the Jamboree

Burlington Jamboree features live music lineup, with bands performing Friday through Monday on the Lions Club Main Stage beer tent. The 2023 schedule of musical acts includes:

## Friday, May 26

4:30 to 6:30 p.m. – The Hankerin’s (country, honky tonk and Western swing)  
7:30 to 11 p.m. – Lunchmoney Bullies (rock)

## Saturday, May 27

Noon to 2 p.m. – Jessie Marie and the Rippers (variety)  
3 to 6:30 p.m. – Maple Road (high-energy blues, rock and classic rock)  
7:30 to 11 p.m. – Tim Castle’s County Legends Tribute

## Sunday, May 28

Noon to 2 p.m. – The Cold Beer Band  
3 to 6:30 p.m. – Bobby Way and the Fabulous Wayouts (variety from Sinatra to latest hits)  
7:30 to 11 p.m. – Mt. Olive (rock)

## Monday, May 29

Noon to 2 p.m. – Twin Rivers Band (blues, rock and roll, country)  
2:30 to 5:30 p.m. – The Doo Wop Jukebox (classic 1950s and 1960s)



Maple Road



Tim Castle's County Legends Tribute



Jessie Marie AND THE RIPPERS



The Cold Beer Band



Lunchmoney Bullies



# History of the Jamboree

Following Burlington’s successful Centennial Celebration in August 1935, the Chamber of Commerce discussed making Fourth of July celebrations and a water carnival annual events.

For 1936, the American Legion and the Knights of Columbus made plans for a three-day celebration for July 3, 4 and 5. From a large number of names suggested for the celebration, the general committee selected “July Jamboree”.

The 1936 July Jamboree, which was centered in Echo Park, included a huge street parade and a drawing for a new automobile. So, the first Jamboree was in 1936. The “last” year for the Jamboree on record was in 1985.

In 1987, the weekend after Mother’s Day, Chocolate City Festivals debuted. It was later re-named ‘ChocolateFest in 1999, moved to Memorial Day weekend in 2005, and ran through 2019.

The coronavirus (COVID-19) pandemic put the brakes on everything in 2020; causing ChocolateFest to cancel after a 33-year run.

Following that challenging year in 2020, other factors besides COVID-19 faced ChocolateFest as 2021 approached. It included the city rebranding itself, losing key volunteers and vendors, and ongoing expenses to name just a few.

Not wanting to “let COVID-19 win”; and knowing people wanted to get back to living, a few diehard volunteers from ChocolateFest decided the Burlington community needed something to begin

feeling normal again.

With very limited financial resources, as well as the volunteer help to run a festival, it was decided to provide a simple carnival with games and food. Looking back in history, it was decided to revive the name: The Burlington Jamboree.

On April 6, 2021, the City of Burlington Common Council gave approval for The Burlington Jamboree to be held along with a beer tent and one evening of live music. It would be held the same weekend of the previous ‘ChocolateFest’ – over Memorial Day weekend. This gave the new committee just seven weeks to get all their ducks in a row.

The 2021 Burlington Jamboree opened on Friday, May 28, with cool, damp weather, but improved with warmer and sunny skies as the weekend continued. Attendees appreciated the free admission and the ability to get out and socialize with their family and friends.

Considering the relatively short time-frame to produce an event, and the fact we were still coming out of a ‘stay-at-home’ pandemic; the revised Burlington Jamboree was a modest success.

In 2022, the Jamboree expanded on the entertainment, with a variety of live music every day. Family entertainment also included pig, goat and duck races; and Circus Shane Hansen’s acrobatic acts. Sunday morning featured a church service and made-to-order omelet breakfast.

Source: [www.burlingtonjamboree.com](http://www.burlingtonjamboree.com).



## Burlington Jamboree Mission Statement

“The Burlington Jamboree exists to serve as a conduit for civic groups, charities, and non-profit 501(c)(3) entities, to join forces on a large playing field with the ability to generate revenue that will benefit their particular purpose or cause.”

Every person that serves on the Jamboree Committee is a true volunteer. There is no paid staff. When it comes to workers, such as parking vehicles, or trash removal, the Jamboree enters into an agreement with non-profit and civic groups. The non-profit groups provides the manpower and raises their own revenue. Many of these groups depend on the Jamboree as a key revenue source when establishing their budget.

“Dedication” – is one of the words which describes the people who serve on the Jamboree Committee, and their dedication doesn’t have an off-season. They know that the time, effort, and the dedication will pay off. When confronted with a challenge, they search for a solution rather than an escape.

It is also a team effort. Coming together is a beginning. Keeping together is progress. Working together is success.

**top:** A family enjoys a game during last year’s Burlington Jamboree. The festival replaced ChocolateFest in 2021, offering rides, games, food, live music and more. **right:** Midway rides at the Burlington Jamboree is an activity that had endured through the rebranding of the festival.





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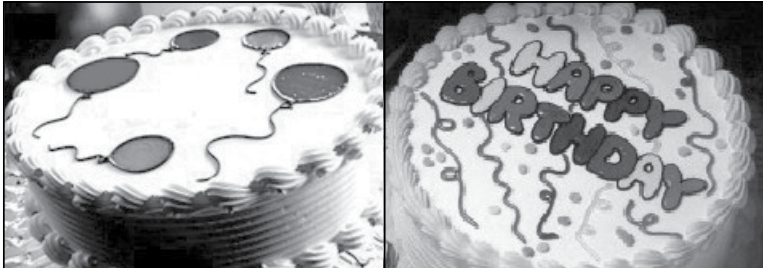
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