

For Immediate Release

# **Trainfest**<sup>®</sup>

*America's Largest Operating Model Railroad Show.*

Media contact:  
Angela Podewils  
[angela@mercuryww.com](mailto:angela@mercuryww.com)  
262-782-4637

## **Trainfest<sup>®</sup> Showcases Model Railroad Craftsmanship in Milwaukee for 40<sup>th</sup> Year**

*Modelers will be inspired to build or enhance their layouts.*

**Milwaukee, WI, (September 2011)**... Trainfest<sup>®</sup>, **America's largest operating model railroad show**, will be held at the Wisconsin Exposition Center at State Fair Park on Saturday, Nov. 12 and Sunday, Nov. 13 from 9:00 a.m. to 5:30 p.m. More than 60 intricate operating railroad displays and historic/scenic reproductions to be featured. Also occupying the 200,000 square feet of display area, will be over 100 model train related manufacturers and hobby dealers and over 10 historical groups.

Each year, Trainfest offers more than 20,000 visitors a window into the creativity and craftsmanship of the model railroading hobby. Remarkable operating layouts starting small enough to fit in a suitcase, on up to mega layouts measuring 60'x80' are on display. The layouts range in scale too; Trainfest highlights layouts in all popular scales from Z to G.

Over the years, Trainfest has become a destination for modelers. In 2010, hobbyists from all over the U.S. representing more than 28 states, from California to Maine came to Trainfest. International hobbyists including several hobbyists from Japan, Australia and Germany attended Trainfest as well. With its pure concentration on the hobby of model railroading, infused with learning opportunities throughout the show and its breadth of offering to modelers, Trainfest continues to be a key educational event.

In addition to supporting current modelers, Trainfest continues to pass along the hobby of model railroading to a new generation. To help sustain this effort, show areas are set-up to appeal to children, particularly a circus train display and other train inspired activities. Children can ride a circus train replica and race trains on a dog-bone shaped track. Several exhibitors bring model railroads designed to let kids learn about modeling

(more)

## **Trainfest Highlights Passion for Model Railroading – Page 2**

and “run the trains.” Manufacturers and retailers also have starter train sets on display and available for purchase.

“For two days, the hobby of model railroading springs to life in Milwaukee with amazing and intricately detailed layouts that are the envy of even the most skilled layout builders,” shared John H. Tews, MMR, executive director of Trainfest. “Countless hours over many years are dedicated by exhibitors to build and continually refine their layouts. Thousands of hobbyists and families converge at Trainfest to learn about model railroading and experience this level of superior craftsmanship.”

### **Exhibiting at Trainfest**

Well-known model railroad manufacturers such as Athearn, Atlas, Bachmann, Broadway Limited, Kalmbach, Lionel, Marklin, MTH Electric Trains, and Walthers are representative of the types of manufacturers Trainfest attracts, all under one roof. Manufacturers bring to Trainfest the latest new products and ideas for the model railroading hobby.

Last year, Trainfest incorporated more than 160 exhibitors representing the region from coast-to-coast including California, Oregon, Texas, Florida, Missouri, Oklahoma, Maine, Nebraska, Vermont and New York. Exhibitors participate in Trainfest to showcase and demonstrate new products, operate spectacular model railroads, and impart knowledge through demonstrations and clinics.

### **The Trainfest Experience**

At Trainfest there is something for modelers of all skill levels. Visit with manufacturers discover new product releases and bargains. Learn more about the hobby through clinics and demonstrations. Gain new tips and techniques, and discover more about the history of the railroad.

“Trainfest is so much more than a weekend event; it’s a place where modelers come together and learn new things,” said John H. Tews. “They share ideas, learn techniques, meet friends old and new, and find inspiration for their own layouts and designs.”

If learning new tricks-of-the-trade is a show highlight, model railroad experts will be on-hand throughout the show to demonstrate creating realistic landscapes, airbrushing and weathering structures. A variety of

(more)

## **Trainfest Highlights Passion for Model Railroading – Page 3**

demonstrations and how-to clinics will be running on the show floor as well as in the second floor classrooms. Prior to the show, group clinics are posted on Trainfest.com.

Trainfest, a 40 year tradition, is America's largest operating model railroad show under one roof. The annual two-day public event attracts more than 20,000 visitors (train hobbyists and families) who come to learn about the hobby of model railroading. Visitors experience more than 60 remarkable operating railroads from Z to G scale, Over 100 manufacturers and hobby dealers, more than 10 historical groups, artists, photography displays, clinics and on-site demonstrations. Trainfest, a non-profit organization, is sponsored by the Wisconsin Southeastern (WISE) Division, Inc. of the National Model Railroad Association (NMRA). Trainfest is held at the Wisconsin Exposition Center, State Fair Park, 8200 W. Greenfield Ave., West Allis, WI 53214. Adult admission \$12 (online coupon available Fall 2011), Kids (4-12) \$2 or download a kid's free coupon online, kids 3 & under are FREE. . All military with military ID and Uniformed Scouts, accompanied by an adult, receive free admission at the door. Friday Product Showcase tickets \$40. For specialty and advance ticket details, lodging, admission coupons and show info, **visit [trainfest.com](http://trainfest.com)**.

# # #