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**Iconic family restaurant experience returns to Mequon for one night only**

*Ovation Sarah Chudnow hosts Big Boy Reunion Wednesday, Aug. 9.*

**Milwaukee, Wis. – July 27, 2017** – Two patties, an extra slice of bun in the middle and secret sauce. Many area residents fondly remember Big Boy hamburgers and the accompanying family restaurants as staples in Milwaukee. The last remaining Wisconsin Marc’s Big Boy closed its doors in 1995. On Wednesday, Aug. 9 a bit of the nostalgia returns when Ovation Sarah Chudnow hosts a Big Boy Reunion.

The evening includes a dinner of classic favorites – the Big Boy Burger, famous onion rings, fries and strawberry pie – along with a special presentation by guest speakers Steve and Greg Marcus. Greg Marcus is President and CEO and Steve Marcus is Chairman of the Board for The Marcus Corporation. For nearly 40 years the company operated more than 60 Big Boy restaurants in the Midwest.

“As an organization dedicated to Milwaukee families, we’re thrilled to have father and son duo Steve and Greg out to celebrate one of our city’s best-loved hangouts,” said John Lawson, Ovation Sarah Chudnow executive director. “We hope people will dig out their Big Boy mementos and join us for a fun evening reliving those happy days.”

Big Boy restaurants first opened in California in the 1940s. In 1958, The Marcus Corporation opened the first Marc’s Big Boy in Milwaukee and continued to run the franchise through the mid-1990s. Steve and Greg will take event-goers back to the Big Boy experience and also talk about what The Marcus Corporation is doing today.

“Marc’s Big Boy restaurants were an icon in Milwaukee for many years. It was one of the most popular franchises we’ve ever been a part of and we had a lot of fun with it,” said Steve Marcus. “Unfortunately, the brand didn’t evolve with changing restaurant trends and we had to ultimately repurpose those restaurants. The good news is the signature burger still lives on through events such as this. We are thrilled that the Ovation Sarah Chudnow community has chosen to celebrate this classic burger that is a delicious memory in the minds and taste buds of many.”





The Big Boy Reunion is Wednesday, Aug. 9 at Ovation Sarah Chudnow, 10995 N. Market St. in Mequon. Dinner is at 6 p.m. with the program following at 7 p.m. The dinner is \$10 per person and the program is free. Reservations are required for dinner, 262-478-1500. Event attendees are encouraged to bring their Big Boy memorabilia.

*For those looking to enjoy the Big Boy burger after Aug. 9, it's on the lunch menu at Kil@wat, The Marcus Corporation's restaurant located in the InterContinental Hotel.*

### **About Ovation Communities**

Founded in 1906, Ovation Communities is a Jewish faith-based organization, and offers a full continuum of senior living and care options, from independent apartments to rehabilitation and skilled nursing services. Comprised of three locations – Ovation Jewish Home, Ovation Chai Point, and Ovation Sarah Chudnow – Ovation Communities provides outstanding care and vibrant living environments intended to celebrate independent lifestyles. Ovation Communities welcomes residents of all faiths. For more information visit [www.ovation.org](http://www.ovation.org).

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