



For attendee information visit:
www.addisontexas.net

For media contact:
Kelly Hunter | shiroma southwest
kelly@shiromasouthwest.com | 972.732.6100

Share a Texas-Style 'Prost' at the 27th Annual Addison Oktoberfest, Sept. 18-21, 2014

Enjoy Oktoberfest at One of the Largest and Most Authentic Celebrations in the U.S.

ADDISON, TX (August 14, 2014)– For over 25 years, the most authentic Oktoberfest celebration outside of Munich has been held in Addison, Texas. This year, over 70,000 fans will come together September 18-21, 2014 to share a love of polka, German food and, of course, the same Paulaner Bier that will be served at Bavaria's favorite festival. As a part of its award-winning tradition, Addison has timed their festival to coincide with the famed Munich Oktoberfest, and Addison Oktoberfest will also feature much of the same music, folk dancing, sing-a-longs plus great German food and entertainment.

"People often ask why our Oktoberfest is in September," says Barbara Kovacevich, Director of Special Events for Addison. "We schedule Addison Oktoberfest to coincide with the opening of the world renowned Oktoberfest celebration in Munich, and we work to make it as authentic as possible."



This year, *the Munich Evergreens* travel from Germany to headline the entertainment line line-up, along with Grammy-award winning polka legends *Brave Combo* and dozens of authentic German entertainers. Oktoberfest guests, who visit Addison from all over the Southwest and beyond, will enjoy fun contests such as dachshund races, bier barrel bowling, a German Idol yodeling contest, a German spelling bee and more! Guests wanting a more intimate experience can register to dine at the Chamberlain's Brau Haus, with full service Bavarian dining and an exclusive menu. Or enjoy the Teutonic tradition of kuchen and kaffee at the Oktoberfest's authentic bakery and café!

Make an Oktoberfest weekend of it: Book an Addison Oktoberfest Hotel Package which includes lodging, event admission tickets, Tasty Bucks and a commemorative stein– but book early, packages are limited.

EVENT SPECIFICS:

What: **Addison Oktoberfest**

Named one of the country's most authentic Oktoberfest celebrations by *Forbes* and *USA Today*, Addison Oktoberfest features four days of family-oriented entertainment. German entertainers in authentic costumes perform traditional Bavarian folk dances, schuhplattling, oompah music, sing-a-longs, yodels and more. A special "Oktoberfest" Paulaner Bier is served along with several types of German sausage, sauerkraut, strudel, giant pretzels and more. There are carnival rides, midway games, children's entertainment and activities and a 5K run and 1 mile fun run benefiting Wipe Out Kids' Cancer. Guests can register to dine at the Chamberlain's Brau Haus for a full service dining experience featuring an exclusive menu at www.addisontexas.net

When: September 18-21, 2014

Thursday, September 18, 2014	6 p.m. – 11.p.m.
Friday, September 19, 2014	6 p.m. – Midnight
Saturday, September 20, 2014	12 noon – Midnight
Sunday, September 21, 2014	Noon – 5 p.m.

Where: 4970 Addison Circle Dr. Free parking located at the northwest corner of Dallas Pkwy. and Arapaho Rd.

General Admission

Cost: Thursday, Sept. 18, 2014	FREE
Friday, Sept. 19 – Sunday, Sept. 21, 2014	\$10, ages 13+ \$5, ages 4-12 FREE, 3 and under

Tickets are available for advance purchase at www.addisontexas.net

Special

Packages: *The Ultimate Oktoberfest* package, which includes one General Admission ticket, \$40 in Tasty Bucks, a Commemorative Oktoberfest .5 Litre Stein, Commemorative Oktoberfest Button, and an authentic Bavarian Oktoberfest hat – Total value \$70 Only \$60

Oktoberfest Kids Package, geared for kids ages 4-12, which includes one General Admission ticket, a wristband good for unlimited carnival, a color-changing cup, a German pretzel and a Commemorative Oktoberfest Button – Total value \$38 Only \$35

Tasty Bucks Package, which includes one General Admission ticket and \$40 in Tasty Bucks – Total value \$50 Only \$45

Food Lovers Package, which includes one General Admission ticket, a Smoked Sausage or Smoked Pork plate, a dessert, a Commemorative Oktoberfest .5 Litre Stein and \$20 in Tasty Bucks – Total value \$51 Only \$45

Paulaner Lovers Package, which includes one General Admission ticket, a Paulaner bottle opener, a Paulaner Oktoberfest 1 Litre Stein, and \$20 in Tasty Bucks – Total Value \$50 Only \$40

Chamberlain's Brau Haus Package, which includes one General Admission ticket, Paulaner Oktoberfest 1 Litre Stein with a Bier or Wine flight, a three-course Bavarian Tasting Menu prepared by Addison chef Richard Chamberlain and a \$25 Gift Card to either Chamberlain's Steak & Chop House or Chamberlain's Fish Market– Only \$49
NOTE: The Brau Haus package is not offered at a discount.

Tasty Bucks Package must be purchased by September 11, 2014. All other Advance Packages must be purchased by September 4, 2014

Additionally, hotel packages are available by visiting www.addisontexas.net.

Sponsors: Paulaner, Albertsons, 100.3 Jack FM, Coca Cola, Time Warner Cable, Guide Live

General Info: Visit www.addisontexas.net and follow us on Facebook at www.facebook.com/Addison.specialevents.

Media: For media inquiries including interviews, photos, b-roll and more, contact Shiroma Southwest at 972.732.6100 x123 or kelly@shiromasouthwest.com.