



For attendee information contact:
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For Immediate Release:

ADDISON OKTOBERFEST – A QUICK TRIP TO BAVARIA, SEPTEMBER 18-21, 2008 AT ADDISON CIRCLE PARK

If North Texas families cannot make a European vacation fit into their budget or busy schedule this fall, a quick trip to Addison Oktoberfest September 18-21 is the next best thing. From the time guests step into the beautiful Addison Circle Park, they are immersed in the culture, food, entertainment and crafts of beautiful Bavaria.

SCHLÖSS ADDISON

Now in its 21st year, Addison Oktoberfest coincides with the famed Munich celebration. As you walk into the magnificent 30,000 square foot, air-conditioned Schlöss Addison tent, you are transported to a festive tent straight from the “Wies’n” in Munich. A colorful stage featuring a lederhosen-clad polka band rises above the massive dance floor. Long, family style tables hold thousands of guests, swaying to the music and raising commemorative Paulaner steins to cheers of “Ein Prosit.” And in the rear, three of Addison’s top hotels offer a variety of Bavarian delicacies and drinks, including platters overflowing with a variety of wurst, sauerkraut and German potato salad, authentic snacks and desserts, and a selection of specially imported Paulaner Beer, including the specially brewed Oktoberfest Brau. On Friday night, Schlöss Addison is the site for the official keg tapping, where Addison Mayor Joe Chow uses a custom mallet to tap the bronze spigot into a special commemorative keg.

OOM-PAH-PAH ALL NIGHT!

Throughout the four day festival, guests will enjoy a variety of German-inspired entertainment, headlined by Grammy Award-winning *Brave Combo*. The main stage in the Schlöss Addison tent and the open-air Bowl Stage feature a wide variety of entertainment, including polka bands, alpenhorns, yodelers, German dance groups and more! Plus, each stage features fun games and other activities. On Thursday, guests can compete in the new German Spelling Bee, where spelling those Teutonic tongue-twisters is the key to fun and prizes. On Friday, it’s time for the German Idol yodeling competition on the Bowl Stage. Dozens of amateur yodelers will take to the stage, competing for fun prizes. Not ready for the stage? Then perhaps you should try Bier Barrel Bowling or Bier Barrel Rolling competitions on Saturday.

BIER GARTEN

Stroll outside through the park to the Bier Garten, where a variety of specialty vendors showcase delectable dishes like potato pancakes, skillet potatoes, schnitzel, strudel and more.

BEST OF THE BAHN

Step into the Addison Conference Centre, and you are whisked onto the famed German Autobahn. From classic Porsches and Mercedes Benz to speedy BMW sports cars, the German Car Show features some of the finest in German automotive technology and design, all from private North Texas collections.

DACH-SUNDAY

On Sunday, Oktoberfest has gone to the dogs – dachshunds specifically. Lovingly prized for their sleek bodies, short legs, sharp minds and sweet dispositions, Dachshunds steal the show with a parade of their own at 2:00 p.m. on the main stage, sponsored by the Dallas/Fort Worth Dachshund Club. Dachshund owners can register their speedy little four leggers to participate in the 4th annual Dachshund Races, at 3 p.m. Sunday at the Bowl Stage! Prizes will be awarded to the top three winners.

FUN FOR THE WHOLE FAMILY

Oktoberfest offers fun activities for everyone from one to one hundred. In Das Kinder Tent, kids of all ages enjoy four days of fun entertainment, headlined by family favorite Eddie Coker. Take a spin on the spectacular Midway, where fun rides are on every corner. On Thursday, guests can enjoy unlimited carnival rides for just \$30 per person.

TAKE A LONGER TOUR

Looking for a bigger bite of Bavaria? Then enjoy the German Culinary Tour. From September 10-28, a variety of Addison restaurants celebrate Oktoberfest in style. Activities include menu specialties, beer tastings, classes and more! See addisontexas.net for a full list of participating restaurants.

MEDIA INFO: For interviews and photographs contact Shiroma Southwest at 972-732-6100 or kelly@shiromasouthwest.com. For public information, see www.addisontexas.net.

EVENT SPECIFICS:

When:	Thursday, September 18, 2008	5pm – 11pm
	Friday, September 19, 2008	5 pm – Midnight
	Saturday, September 20, 2008	12 noon – Midnight
	Sunday, September 21, 2008	Noon – 6 pm

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

What: An authentic recreation of the Munich Oktoberfest featuring more than 30 hours of continuous 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 benefiting Wipe Out Kids’ Cancer.

Cost: \$5 for ages 4 and older; FREE on Thursday. Discount tickets available at Tom Thumb Stores. Food & Beverage tickets are available for pre-sale. Go to Addison website for locations. For every \$50 you pre-purchase, you will receive \$5 free.

FOR MORE INFORMATION: call 1(800) ADDISON or visit www.addisontexas.net. Addison Oktoberfest is presented by the Town of Addison.

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