



For attendee information contact:  
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For Immediate Release:

## **WHY OKTOBERFEST IN ADDISON, TEXAS, AND WHY IN SEPTEMBER?**

**As the famed celebration in Munich opens with its millions of guests, Addison annually celebrates Oktoberfest in September. This year, from September 18-21, everyone is "Willkommen aus Addison!" and its annual celebration which is nothing short of "Wunderbar!"**

### **WHY AN OKTOBERFEST IN TEXAS?**

From the mid-19th century to the 1990s, Texans of German descent have made up one of the largest ethnic groups in Texas. Lured by the slogan, "Hin' nach Texas!" or "Off to Texas!," settlers first came in 1830 from Bavaria and other German states to what was then Mexican territory. They continued their immigration as The Republic of Texas became an independent nation, and ultimately, the State of Texas.

By 1980, persons of German descent were the third largest ethnic group in Texas. The population of San Antonio was one-third German. In 1990, nearly 3 million Texans claimed German heritage. No current census data is available, but a strong German influence is still found in cities and towns throughout Texas. The central part of the Texas Hill Country is called the "German Hill Country." Some towns are gone or their names have been changed, but others like Schulenburg, Shiner, Boerne, Fredericksburg, La Grange, Berlin, Pflugerville, and New Braunfels remain centers of German culture.

The German settlers also scattered throughout nearly all parts of the Lone Star State. They worked hard to preserve their language and traditions. German foods and beverages, family customs, music, architecture, and language remain strong influences throughout the state. Texas continues to celebrate its German-Texas heritage with events like Oktoberfest, Wurstfest, Schutzenfest and German Cultural Month.

### **WHY IS OKTOBERFEST IN SEPTEMBER?**

The Addison Oktoberfest is modeled after the original Munich event and is one of the largest Oktoberfests outside of Munich. For over two decades, Addison has extended a heart-felt "Willkommen, Y'all!" to visitors eager to experience a little "Gemütlichkeit" and learn about traditional music, costumes, dances, activities, foods and beverages of Germany, served up with a slightly "Texas twist."

The first "Oktoberfest" took place in 1810 in Munich, then the royal capital of the Kingdom of Bavaria. It was a celebration of the marriage of Crown Prince Ludwig (later King Ludwig I) and Princess Therese of Sachsen-Hildburghausen that took place from October 12-17. It was such a wonderful party that it became an annual event. Later, festivities were lengthened, and because the weather was more pleasant, the celebration was moved up to mid-September to the first of October.

Now, the Munich Oktoberfest is the world's largest celebration. Visitors consume large quantities of food, most of it traditional hearty fare such as sausage, hendl (chicken), käsespätzle (cheese noodles), and sauerkraut, along with such Bavarian delicacies as roast ox tails and special Oktoberfest beer brewed just for the occasion.

**MEDIA INFO: For interviews and photographs contact Shiroma Southwest at 972-732-6100 or [kelly@shiromasouthwest.com](mailto:kelly@shiromasouthwest.com). For public information, see [www.addisontexas.net](http://www.addisontexas.net).**

**EVENT SPECIFICS:**

<b>When:</b>	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](http://www.addisontexas.net). Addison Oktoberfest is presented by the Town of Addison.**

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