

Get your
polka on!



ADDISON
oktoberfest
SEPTEMBER 17-20, 2009

Authentic German
Food & Music
in Addison Circle Park

Addison!
1.800.ADDISON

For attendee information contact:
1-800-Addison or www.addisontexas.net

For media information contact:
Shiroma Southwest: 972-732-6100
Or kelly@shiromasouthwest.com

For Immediate Release:

**BITE INTO BAVARIA – ENJOY AUTHENTIC GERMAN FOOD
AND BEVERAGES AT ADDISON OKTOBERFEST –
SEPTEMBER 17-20, 2009 AT ADDISON CIRCLE PARK**

Addison Oktoberfest offers the best of Bavaria including amazing, authentic taste treats found throughout the event. Once inside the gates at beautiful Addison Circle Park, approximately 70,000 Oktoberfest guests eagerly consume miles of sausages either on a rustic bun or on platters accompanied by other German gastronomic delights. Traditional Bavarian platters include potato salad, sauerkraut and a roll, plus the featured German sausage or meat, such as a Weisswurst (white sausage), a Kässler Ribchen (smoked pork chop) or, of course, a bratwurst (regular or smoked). Follow your nose through Addison Circle Park, and enjoy dozens of Bavarian specialties.

In the 30,000 sq. ft., air-conditioned “SCHLOSS ADDISON” tent:

The event's main tent hosts a giant stage with great entertainment, and three major Addison hotels serving German specialties. This year, the Dallas Marriott Quorum, Hotel Intercontinental Dallas and Crowne Plaza will be serving delicious platters, including sausages, German potato salad and sauerkraut. Plus, this is the perfect place to find an Oktoberfest Souvenir glass stein brimming with cold Spaten Oktoberfest beer or Franziskaner Hefe Weissen, a wheat beer. Other tasty authentic offerings in the main tent include Bratwurst, smoked pork loin plus smoked turkey legs and more. Among the favorite desserts are the Cinnamon Laugenpretzels, and Black Forest Cake.

Stroll through the Oktoberfest grounds: Guests who meander through the park can choose from a variety of specialty foods, including roast wild pork, potato pancakes, schnitzel sandwiches, tasty strudel, skillet potatoes and sweet German Kettle Korn.

New this year, enjoy an authentic outdoor Bier Garten. Enjoy a cold Spaten or Franziskaner, and meet new friends at long, communal tables just like the ones found at the Munich event.

In the Weingarten, festival goers can sample approximately a dozen German wines, ranging from very dry Franken varietals to sweet late harvest Rieslings. Plus, enjoy Beers of the World, featuring a wide array of beers including all six original Oktoberfest beers. The non-profit organization, 500, Inc., presents the Weingarten, and proceeds will be used to support the arts in North Texas.

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 17, 2009	5 pm – 11pm
	Friday, September 18, 2009	5 pm – Midnight
	Saturday, September 19, 2009	12 noon – Midnight
	Sunday, September 20, 2009	12 Noon – 6 pm

Where: 4970 Addison Circle Dr. Free parking located at 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" Spaten 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 Tom Thumb 1 mile fun run for the kids benefiting Wipe Out Kids' Cancer.

Cost: \$5 for ages 4 and older; **FREE admission 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.

Sponsors: Spaten, Franziskaner, Quick, Time Warner Cable, 100.3 Jack FM, The Fan 105.3, 98.7 KLUV, Tom Thumb, Kretschmar Deli

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

#