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For Immediate Release:

ADDISON OKTOBERFEST – A QUICK TRIP TO BAVARIA, SEPTEMBER 17-20, 2009 AT ADDISON CIRCLE PARK

If Texas families cannot fit a European vacation into their budget or busy schedule this fall, a trip to Addison Oktoberfest September 17-20 is the next best thing. From the time each guest steps into the beautiful Addison Circle Park, they are immersed in the culture, food, entertainment and crafts that Bavaria offers.

SCHLÖSS ADDISON

Now in its 22nd 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 Spaten and Franziskaner steins to cheers of “Ein Prosit.” Within the Schloss Addison tent, 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. Additionally, find authentic snacks and desserts, and a selection of specially imported Spaten and Franziskaner 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 enjoy a variety of German-inspired entertainment, headlined by Oktoberfest favorites *The Sauerkrauts*. 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!

GREAT GAMES!

Plus, each stage features fun games and other activities. On Thursday, Addison businesses start the festivities by competing in a festive, Bavarian-themed corporate challenge. Plus, guests can compete in the 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 at 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 sponsored by 300 Dallas and The Flying Saucer.

SPATEN BIER GARTEN

As you enter Addison Circle Park, you step into an authentic outdoor Bavarian Bier Garten. Meet new friends – or congregate with your favorite group – at long communal tables. A perfect place to spend a September evening, the Spaten Bier Garten is new this year!

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.

DACH-SUNDAY

On Sunday, Oktoberfest is going 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 5th annual Dachshund Races, at 3 p.m. Sunday at the Bowl Stage! Prizes will be awarded to the top three winners by the sponsor, Pappy's Pet Lodge.

FUN FOR THE WHOLE FAMILY

Oktoberfest offers fun activities for everyone from one to one hundred. In the Kretschmar Das Kinder Tent, kids of all ages enjoy four days of fun entertainment, headlined by family favorite Eddie Coker. Take a spin at the carnival, where fun rides are on every corner. On Thursday, guests can enjoy unlimited carnival rides for just \$30 per person. Sign up for Addison Perks by September 12 and receive a \$5 off coupon! Saturday, enjoy the Oktoberfest 5K and Tom Thumb 1-mile Fun Run for the Kids, benefiting Wipe out Kids Cancer.

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	5pm – 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 Road.

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 plus 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.

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