

Get your
polka on!



ADDISON
oktoberfest

SEPTEMBER 16-19, 2010 • ADDISON CIRCLE PARK

One of the most
authentic Oktoberfest
celebrations
outside of Munich!

Addison!
WE'RE GLAD YOU'RE HERE

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:

**WILLKOMMEN Y'ALL TO THE 23rd ANNUAL ADDISON
OKTOBERFEST, SEPTEMBER 16-19, 2010**

ENJOY OKTOBERFEST AT ONE OF THE LARGEST AND MOST AUTHENTIC CELEBRATIONS IN THE U.S.

Nearly 70,000 fans of polka, German food and, of course, Spaten and Franziskaner Bier will gather September 16-19, 2010, in Addison, Texas' spectacular Addison Circle Park. Addison's 23rd Annual Oktoberfest features four days of music, folk dancing, sing-alongs plus great German food and entertainment -- in one of the largest and most authentic Oktoberfest festivals outside of the famed Munich celebration.

"People are sometimes confused by the September timing of Addison's Oktoberfest event," says Barbara Kovacevich, Special Events Administrator for the Town of Addison. "But we schedule Oktoberfest in Addison to coincide with the opening of the world renowned Oktoberfest celebration in Munich."

This year famed Bavarian polka band, *The Munich Evergreens* will travel from Germany to join dozens of authentic German entertainers at the festival, which draws guests from across the Southwest. They'll 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 for the VIP Dining Experience with full service Bavarian dining and an exclusive menu. Seatings for the \$45 package are available on Thursday, Friday and Saturday. One lucky VIP diner may win a trip to attend the San Francisco Oktoberfest. Plus, guests can visit any DFW area Albertsons to register for a chance to win special Oktoberfest trips to the Munich Oktoberfest. Special hotel packages, featuring lodging, event tickets and more, are available from many of Addison's diverse hotels.

EVENT SPECIFICS:

What: Addison Oktoberfest
An authentic recreation of the Munich Oktoberfest featuring more than 30 hours 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" 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 1 mile kids fun run benefiting Wipe Out Kids' Cancer. Guests can register for special VIP dining experience on Thursday, Friday or Saturday at www.addisontexas.net. Tickets for the VIP Experience are \$45 and include admission.

When: September 16-19, 2010

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

Cost:	Thursday, September 16, 2010	6 p.m. – 11.p.m.	FREE
	Friday, September 17, 2010	6 p.m. – Midnight	\$10
	Saturday, September 18, 2010	12 noon – 5 p.m.	\$5
		5 p.m. -- Midnight	\$10
	Sunday, September 19, 2010	Noon – 5 p.m.	\$5

Discount tickets available at DFW area Albertsons stores. Discount event packages, including admission and food/beverage tickets, available online at www.addisontexas.net.

Sponsors: Spaten, Franziskaner, Blüfeld Riesling, Albertsons, Lincoln Mercury Dealers, Time Warner Cable, 100.3 Jack FM, 105.3 The Fan, 1080 KRLD, Quick, Briefing

Enter and

WIN!: Entry forms are available at DFW area Albertsons stores for a trip to the Munich Oktoberfest and for a trip to visit Germany's Mosel Valley. Last minute entries are available onsite at Addison Oktoberfest. Guests who purchase their Oktoberfest tickets online will be entered to win a trip to the Los Angeles Oktoberfest.

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