

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:

HAVE A “WUNDERBAR” GETAWAY IN ADDISON THIS FALL! Addison Oktoberfest Welcomes Guests with Special Hotel Packages, September 16-19, 2010

The hotels of Addison, Texas, are enticing travelers to kick up their heels at one of the most authentic Oktoberfest celebrations outside of Munich, September 16-19 at Addison Circle Park. Participating hotels are offering special room rates September 16-19, along with a gift package from the Town of Addison that provides complimentary festival admission for two, a commemorative Oktoberfest bier stein, plus \$10 in festival “tasty bucks” good at Addison Oktoberfest for food or beverage.

The spectacular Addison Circle Park is the site where nearly 70,000 fans of polka music, German food and biers will gather to experience true “gemutlichkeit.” Addison Oktoberfest offers four days of authentic German music and dancing, Oktoberfest “bier” from Spaten and Franziskaner, crisp Blüfeld Riesling and tasty German cuisine served inside “Schloss Addison,” a 30,000 square foot air conditioned tent. Performing on the stage in “Schloss Addison” and at the Bowl Stage is an impressive line-up of German musicians and dancers, including Grammy Award-winning Brave Combo and the Munich Evergreens – straight from Bavaria! Plus, enjoy the new Sporthalle, featuring tasty German treats and sports broadcasts from Europe on big screen televisions.

Throughout the park, families can enjoy great children’s entertainment complete with a carnival, performers and activities. All this, and international bier and wine tastings, a Dachshund race and parade, yodeling contest, German Spelling Bee, Bier Barrel events, keg tapping, handcrafted merchandise, arts and crafts, plus all the apfelstrudel, bratwürst, sauerkraut, potato pancakes and pretzels anyone could desire!

--more--

ADDISON OKTOBERFEST HOTEL PACKAGES – ADD 1

Addison is an up-scale Dallas area enclave that boasts more than 170 restaurants and 22 hotels within its 4.5 square miles. For a complete list of participating hotels and rates, guests can visit www.addisontexas.net, or call 1-800-ADDISON. The Town of Addison's Oktoberfest Gift Package Special is valued at \$37, and accompanies the Addison Oktoberfest room rate specials. For each room booked, September 16, 17, 18 and 19, at the Oktoberfest special rate, the Town will provide:

- 2 complimentary Oktoberfest tickets for a value of \$20
- \$10 in "Tasty Bucks" good for food or beverage at the event
- 1 complimentary Special Commemorative Oktoberfest Stein -- value \$7

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:

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.