



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

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

Hotel Specials Advisory for Immediate Release:

**THIS FALL GETAWAY IS “WUNDERBAR!”
Addison Oktoberfest Welcomes Guests with Special Hotel
Festival Packages September 18-21, 2008**

The hotels of Addison, Texas, are enticing travelers to kick up their heels at what has been described as one of the most authentic Oktoberfests outside of Munich. Participating hotels are offering special room rates September 18 - 21 along with a gift package from the Town of Addison that provides free 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 more than 50,000 fans of polka, German food and Paulaner bier will gather to experience true “gemutlichkeit.” Addison Oktoberfest offers four days of authentic German music and dancing, Paulaner Oktoberfest “bier” and tasty German food served by three of the Town’s major hotels 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 multiple Grammy winner Brave Combo.

Throughout the park, families can enjoy great children’s entertainment complete with a carnival, midway, performers and activities. All this, plus wine tastings, a Dachshund race and parade, yodeling contest, German car show, 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 in 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. Rates will be available in August. The Town of Addison's Oktoberfest Gift Package Special is valued at \$27, and accompanies the Addison Oktoberfest room rate specials. For each room booked, September 18, 19, 20, and 21, at the Oktoberfest special rate, the Town will provide:

- 2 complimentary Oktoberfest tickets for a value of \$10
- \$10 in "Tasty Bucks" good for \$10 worth of food or beverage at the event
- 1 free Special Oktoberfest Mug -- 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:

When:	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. Parking located at the northwest corner of Dallas Parkway and Arapaho Rd.

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

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

#