



For attendee information visit:
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For immediate release:

PREPARE TO PROST AT ADDISON OKTOBERFEST, SEPTEMBER 15-18, 2016

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

For nearly three decades, the most authentic Oktoberfest celebration outside of Munich has been held in Addison, Texas. This year, over 70,000 fans will come together September 15-18, 2016 to share a love of polka, German food and, of course, the same Paulaner Bier that will be served at Bavaria's favorite festival. As a part of its award-winning tradition, Addison Oktoberfest will also feature much of the same music, folk dancing, and sing-a-longs one would find in Munich plus great German food and entertainment.

While often questioned about hosting a festival called Oktoberfest during the month of September, the festival is always timed to open the same weekend as the Munich celebration, as a part of the town's efforts to make Addison Oktoberfest the most authentic Oktoberfest celebration in North America.

Dozens of polka bands and other traditional entertainers from around the country perform with continuous entertainment on multiple stages. Oktoberfest guests, who visit Addison from all over the Southwest and beyond, will 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 to dine at the Chamberlain's Brau Haus, with full service Bavarian dining and an exclusive menu.

Make an Oktoberfest weekend of it: Book an Addison Oktoberfest Hotel Package which includes lodging, event admission tickets, Tasty Bucks and a commemorative stein— but book early, packages are limited.

EVENT SPECIFICS:

What: Addison Oktoberfest

Named one of the country's most authentic Oktoberfest celebrations by *Forbes* and *USA Today*, Addison Oktoberfest features four days of family-oriented entertainment. German entertainers in authentic costumes perform traditional Bavarian folk dances, schuhplatten, 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, and children's entertainment. Guests can register to dine at the Chamberlain's Brau Haus for a full service dining experience featuring an exclusive menu.

When:

September 15-18, 2016	
Thursday, September 15, 2016	6 p.m. – 11.p.m.
Friday, September 16, 2016	6 p.m. – Midnight
Saturday, September 17, 2016	12 noon – Midnight
Sunday, September 18, 2016	Noon – 6 p.m.

Where:

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

General Admission

Cost:	Thursday, Sept. 15	FREE
	Friday, Sept 16 – Sunday, Sept 18	\$10, ages 13+ \$5, ages 4-12 FREE, 3 and under

Tickets are available for advance purchase at www.AddisonOktoberfest.com

Sponsors: Paulaner, Albertsons and Tom Thumb Stores, 100.3 Jack FM, Guide Live

General Info: Visit www.AddisonOktoberfest.com and follow us on Facebook at www.facebook.com/VisitAddison. #AOK16

Media: For media inquiries including interviews, photos, b-roll and more, contact Kelly Hunter of Shiroma Southwest at 972.489.4361 or kelly@shiromasouthwest.com.