



City of McKinney Press Release

FOR IMMEDIATE RELEASE

Oktoberfest back for another round in McKinney

McKINNEY, TEXAS (Sept. 8, 2009) – On Saturday, Sept. 26, McKinney Main Street, supporting sponsors and the shops in downtown McKinney will host Oktoberfest. Last year, 20,000 patrons visited Historic Downtown McKinney for the inaugural Oktoberfest event. Non-stop activities in the heart of McKinney will mark the colorful tradition which began in Munich, Germany almost 200 years ago.

Date: Saturday, September 26
Time: 10 a.m. – 11 p.m.
Location: Historic Downtown McKinney

“The McKinney Oktoberfest represents many things to many people. All will enjoy a fun, family-friendly event that will offer authentic German music, food and drink, traditional costumes, dancing, children’s activities, and much more,” said Ty Lake, McKinney Main Street Program Director.

Favorites from last year will make their appearances again, with authentic German beer provided by Warsteiner Beer, a popular German brand of Ben E. Keith’s and McKinney’s very own brewery, Franconia, accompanied by live German music, food and activities such as Weenie Dog Races sponsored by the McKinney Noon Lions Club. New this year is the addition of wine to the drink menu. Entry into the Biergarten area for adults will be \$3; however the event is free and open to the public outside of the consumption area.

Oktoberfest isn’t just a celebration for adults. There is plenty to entertain youngsters, like face painting, bounce houses, pony rides, pumpkin painting, train rides and arts and crafts of all types.

“McKinney Main Street is a non-profit organization with a mission to ensure downtown McKinney continues to be the vibrant, inviting and safe area it is known for today. Funding we receive for the many festivals and activities that we incorporate into the quality of life for our residents is dependant on fundraising efforts, donations and sponsorships,” said Lake.

Sponsors for this years Oktoberfest include Aparicio’s, Warsteiner Beer, Franconia Brewery, 97.5 KLAK, PepsiCo, Boardwalk Volkswagen, Spoon’s Café, Pat Lobb Toyota, Cain Custom Builders, Carey Cox Company and Enterprise.

Times to Note:

- 10 a.m. – Event gates open to launch activities, live entertainment, food, and shopping
- 11 a.m. – Traditional Oktoberfest march through Historic Downtown and the tapping of the first keg of the event
- 11 p.m. – Event gates close for the evening

For information on Oktoberfest, call 972-547-2660 or visit www.downtownmckinney.com.

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About McKinney

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of 122,000. Incorporated in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. Visit the city's Web site at www.mckinneytexas.org.

Media contact: Anna Folmsbee, afolmsb@mckinneytexas.org, 972-547-7525