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*For Immediate Release*

**Oktoberfest in September? Only in Fremont!**  
***The "Center of the Universe" celebrates the season on its own terms***

(Seattle, Wash.) **August 4, 2010** – The 14<sup>th</sup> annual Fremont Oktoberfest takes place September 24-26<sup>th</sup>. Why Oktoberfest in September? The short answer would be that Fremont is the "Center of the Universe" and a neighborhood known for doing things its own way. Truth-be-told, the idea was borrowed from the original Munich Oktoberfest.

A 16-day festival now starting in September and ending the first Sunday of October, the traditional festival was a celebration of the marriage of Prince Ludwig and Princess Therese of Saxe-Hildburghausen. The nuptials lasted over five days ending on October 18<sup>th</sup>. In the 1870s the mid-October weather in Munich was no longer optimal for the festival with cold rain and early snow. By 1879, the starting date was moved up to September. Today, people across the world celebrate the German holiday over the months of September and October. Fremont has traditionally chosen a September date as an attempt to catch Seattle's weather on its best behavior.

As Munich's Oktoberfest is an ode to German culture, Fremont's Oktoberfest is an ode to the quirky sensibility of the Fremont neighborhood. The event is a benefit for the Fremont Chamber of Commerce to fund local schools, art groups, community events and promoting Fremont as the "Center of the Universe."

In true Fremont style, Fremont Oktoberfest has something for everyone. From a microbrew tasting garden where guests can sample over 80 beers to the Oktoberfest Village featuring traditional German food booths, a free entertainment area and a kids area with Zucchini 500 races, pumpkin carving and Oktoberfest-themed arts and crafts. The weekend also includes the Fremont Oktoberfest Brew HA-HA 5K complete with a beer belly division and appropriately ending at the Pyramid Breweries Village Beer Garden.

General Admission tickets to the Fremont Oktoberfest Stranger Microbrew Garden are \$20 in advance and \$25 at the gate. Tickets go on sale August 16, 2010 at [fremontoktoberfest.com](http://fremontoktoberfest.com). Tickets include admission, a 5oz commemorative tasting mug while supplies last and five beer-tasting tokens. Five-ounce beer tastes are one token each and additional tokens can be purchased for \$1.75.

More information about the event beneficiary, Fremont Chamber of Commerce, can be found at [www.fremontseattle.com](http://www.fremontseattle.com).

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