FOR IMMEDIATE RELEASE

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**MEDIA ALERT**

A TOUCH OF GERMANY ON CHICAGO’S LAKEFRONT

GERMANY’S BEST & OKTOBERFEST COMES TO NAVY PIER®

Experience this first-of-its-kind celebration, from the producers of Christkindlmarket

WHO:       Navy Pier and German American Services, Inc., the producers of the yearly Christkindlmarket - Chicago’s beloved, authentic Christmas market - announces a new event: Germany’s Best & Oktoberfest!

WHAT:      As the name suggests, this is an event in two distinct, yet intimately related parts: first, Germany’s Best as a showcase of modern Germany’s strengths in a variety of areas; and second, an Oktoberfest, as a widely known and celebrated traditional aspect of Germany. This is a family-friendly event.

*Grand Opening Ceremony on Friday, September 23*:
• Doors open at noon
• V.I.P. seating available from 1:30 p.m. - 2:30 p.m.
• Ceremonial keg tapping at 3 p.m.

WHEN:      September 23 - October 10, 2011

WHERE:     Navy Pier’s Compass Rose Area, East End, near Landshark Beer Garden
600 E. Grand Avenue, Chicago, IL

HOURS:     Wednesday - Saturday, 11 a.m. - 10 p.m.
Sunday - Tuesday, 11 a.m. - 9 p.m.

COST:      FREE ADMISSION
Beer and food available for purchase.

DETAILS:   Much of the festivities take place in the Oktoberfest tent, which will be a faithful recreation of those found in Germany. The interior will be draped with blue and white panels and guests will be seated at 7ft long Bavarian-style, wood topped garden tables and benches. Waitresses in Dirndls and waiters in Lederhosen will roam the tents, serving traditional beers and food, such as Bratwurst.

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