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For Immediate Release

Barktoberfest: Gemütlichkeit for Dogs & Their Owners

Milwaukee, WI (Sept. 12, 2014) –*Gemütlichkeit* includes good friends, good beer, good food—and, at Barktoberfest, good dogs. The public is invited to the family-friendly event in Estabrook Park, Saturday, Sept. 27, from 1-6 p.m. The park is located between Hampton Avenue and Capital Drive on the Estabrook Parkway. The event will take place at the athletic field just southeast of the beer garden.

Organized by Residents for Off-Leash Milwaukee Parks (ROMP), Barktoberfest promises an afternoon of “tail-waggin’ fun.” Among the attractions are an agility and lure course, dog costume contest, pet-related information booths, and, at the beer garden, live music by The Talisman. The event will also feature a demonstration by the Milwaukee County Correctional Institution K-9 Unit.

ROMP will be selling commemorative beer mugs for \$10. Each commemorative mug entitles the owner to \$1 off the price of a beer refill from the Estabrook Park Beer Garden through Sept. 1, 2015. Everyone purchasing a ROMP mug will be entered into a drawing for products from several local microbreweries.

During the event, all dogs must be on leash; however, the off-leash dog exercise area is just southeast of the event. Complimentary dog-waste bags will be provided by Pet Supplies Plus.

Families are allowed to bring their own picnic lunches or suppers and non-alcoholic beverages; however, carry-in alcoholic beverages and grilling are prohibited.

Food and beverages are also available at the Estabrook Park Beer Garden. Beers imported from the Munich Hofbräuhaus are served in half- and full-liter heavy glass mugs. Selections from Shorewood’s Big Bay Brewing Company and Miller Lite complete the beer offerings. Food items include bratwurst, hot dogs, and giant-sized fresh-baked pretzels. Only cash is accepted for food or beverage purchases and the deposit on the glass mugs.

Overlooking the Milwaukee River, Estabrook Beer Garden brings to mind the “biertagens” popularized by Milwaukee’s German immigrants prior to prohibition. The operation and design of the Estabrook Beer Garden is modeled after those currently found in Munich. Communal, shared-table seating encourages families to meet and to make new friends.

For more information on Barktoberfest, visit the ROMP website at milwaukeekeedogparks.org/barktoberfest/

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