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For Immediate Release

Milwaukee Oktoberfest Comes to Cathedral Square

Milwaukee, WI (Oct. 1, 2014) – Milwaukee Oktoberfest is moving to Cathedral Square for a “bigger and better Oktoberfest,” Friday, Oct. 10–Sunday, Oct. 12. Swarmm Events, in partnership with Milwaukee County Parks, will present the fifth annual event, this year benefitting the Hunger Task Force.

Last year over 2,500 people attended the free event. Milwaukee Oktoberfest features food, German music, a stein-hoisting competition, a bags tournament, the Miss Oktoberfest competition, and a photo booth with German props.

This year new attractions have been added. The Sprecher Beer Garden will feature two fire trucks equipped with beer and root beer on tap, the inaugural Wiener Dog Race will allow event-goers to register their dachshunds to compete, and, because this is Wisconsin and the Packers will be playing, the event will also present the “Green, Gold, and German Tailgate” with a large projection screen, weather permitting.

“We are working hard to put downtown Milwaukee on the Oktoberfest map,” said Michael Sampson, owner of Swarmm Events and the event organizer.

Tapping the first keg will start the event, Friday at 4 p.m., with free beer, while the keg lasts.

While the event is free, all-you-can-eat-and-drink VIP tickets are available for purchase. The VIP package also includes an Oktoberfest stein and t-shirt. Special admission is also required for the craft beer tasting. Advance online ticket purchase is suggested—this event is known to sell out early.

Visitors under 21 must be accompanied by an adult.

Hours are Friday, 4-10 p.m.; Saturday, noon-10 p.m.; and Sunday, noon-5 p.m.

Cathedral Square is located at 520 E. Wells St.

For more information, visit milwaukeeoktoberfest.com/

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