

WURSTFEST®



‘Oktoberfest: Texas Style’

Oct. 31 – Nov. 9, 2008 • New Braunfels, Texas

Wurstfest Association, P.O. Box 310309, New Braunfels, TX 78131-0309

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MAYOR BRUCE BOYER PLANS SMOOTH OPERATIONS

NEW BRAUNFELS, TX – New Braunfels Mayor Bruce Boyer has already been to several strategic planning meetings as part of his new job as Wurstfest President-elect, and he takes his job very seriously.

For Boyer, the key word is smooth. He will be the one ironing out any kinks and glitches before the 48th annual “Salute to Sausage” begins Oct. 31 and continues through Nov. 9. The 10-day festival along the banks of the beautiful Comal River in Landa Park in New Braunfels is a unique celebration rich in German culture and full of Texas fun.

“As President-elect, I serve as operations chairman, so I’m responsible for making sure the function is running smoothly,” he says.

Boyer says Wurstfest is about celebrating heritage and having fun, but that the Wurstfest Association also is made up of a large group of volunteers that serve the entire community.

“We raise a lot of funds that serve the community,” Boyer says. “And we are very proud of the fact that we are a family-oriented festival.”

In addition to the funds raised by the Wurstfest Association, the event also provides an opportunity for local civic groups and organizations to raise money for the community.

Boyer has served on several Wurstfest committees including Gates, Entrance, Finance, Entertainment and Bar Sales.

“I think I’ve served on almost all of them except for Maintenance,” Boyer says.

Some of his favorite Wurstfest foods include kartoffel puffers and sausage.

The Wurstfest Association of New Braunfels is a non-profit corporation whose purpose is to promote the local economy through tourism and promote and preserve the community’s rich German heritage. Proceeds from the event benefit a wide variety of projects.

Admission to the Wurstfest grounds will be free from 4 to 7 p.m. on opening night, Oct. 31. After that, admission to the festival is \$8 at the gate; and children ages 12 and younger will be admitted free at all times. Group rates, advance discounts and special weekday promotions are available. For information about Wurstfest, call 830/625-9167 or 1-800-221-4369, or visit the Web site at www.wurstfest.com.