

WURSTFEST[®]



‘Oktoberfest: Texas Style’

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

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

October 2008

Contact: Herb Skoog, Director of “Wurst” Relations, 830/606-2300

**GERMAN AMERICAN SOCIETY BOOTH
BRINGS CASTLE TO MARKTPLATZ**

NEW BRAUNFELS, TX – No one will be able to miss the German American Society of New Braunfels booth at Marktplatz during Wurstfest. That is because the new and improved version of the booth stands 17 feet tall at its tower and measures 22 feet wide.

The booth involved more than 1,000 man hours and some clever painting to transform the area into the likeness of the Braunfels, Germany castle.

“Last year, our specialty pin was the Braunfels castle, and it was so popular, we sold out,” says Ron Evans, president of the German American Society of New Braunfels. “That gave us the idea for the booth.”

Wurstfest visitors to the booth will be able to buy German imports and items with German phrases at the booth.

“We will have ball caps and T-shirts with German sayings,” says Bill Moltz with the German American Society. “We will also have the Edelweiss (the German white flower) necklaces and earrings.”

This year’s special hat pin will feature the Edelweiss.

The society also will be selling a special collection of hand-painted German plaques from Jerome Nowotny.

“These are plaques with German sayings on them,” Evans says. “And we will also have the bumper stickers with the phrase, ‘In New Braunfels, ist das Leben schön (life is good).’”

Several members of the German American Society donated their time and skills to transform the booth, including artist Lou Streitenberger. The German American Society of New Braunfels includes more than 200 members. Members offer a summer German language camp and classes in January. The society co-sponsors the Edelweiss Kinder Chor von New Braunfels, the children’s German singing group. Two years ago, the group

refurbished the Maibaum, which gives a pictorial history of New Braunfels, and sits at the entrance of Wurstfest. For information about the German American Society of New Braunfels, visit <http://newbraunfelsgermanamericansociety.com>.

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.