

For Immediate Release

German Fest Milwaukee

Milwaukee, WI, July 12, 2017 – Get your Deutsch on at German Fest, a Milwaukee Tradition. Bring the whole family and experience traditional German music, food, shopping, and rich culture at German Fest.

Established in 1981, German Fest Milwaukee, Inc. strives to keep German culture and tradition alive. This year's volunteer based festival, and the largest authentic German ethnic festival outside of Germany, will be held July 28th, 29th, 30th. "This is an exciting year for German Fest, as we feature Stihl Timbersports National Championships." says Jerry Fischer, German Fest Chairman of the Board. "Have a brat and a cold beverage while enjoying some authentic German music and traditional German dance groups. From the smallest child to the oldest adult young at heart, there is much to see and do for everyone. So, come on down and Get Your Deutsch On!"

STIHL® TIMBERSPORTS® - The Original Extreme Sport which features the top lumberjack athletes in the country competing in thrilling chopping and sawing competitions will host its U.S. Pro and Collegiate Championships at German Fest.

German Fest's Newest Sponsor - HARIBO® is celebrating family fun this year at German Fest. Throughout the weekend, they will be handing out delicious HARIBO® GOLD-BEARS® alongside the official Bear mascot! Swing by Glockenspiel Park for some free GOLD-BEARS® gummies, a big bear hug and an opportunity to take a photo with the HARIBO® Bear.

Catholic Mass – Celebrate Mass Sunday, July 30th at 10:30 am at the American Family Insurance Amphitheater. Celebrant Homilist: The Most Reverend Bishop James T. Schuerman. The service features a chorus of over 120 voices and is spoke in both German and English.

Music – Dance and sing to a variety of musical entertainment. Thirteen bands with German influence perform on 5 different stages throughout the grounds. From polka to rock and roll, and yodeling to alphorns.

Traditional Dance – Children, youth, and adult dance groups representing various influences of the different regions of Germany perform throughout the weekend.

Culture – "German Traditions" is the theme of this year's Culture Pavilion in which German Fest celebrates the contributions and enhancements made by German Americans to America's culture. Visit with a variety of German organizations representing different regions, cultures, and traditional dance groups of Germany. Spend time walking through history and viewing new displays. Participate in the Passport Program.

What to eat and drink - Bring your appetite because you are going to want to sample all the delicious food offered at German Fest. Delight in mouth-watering Spanferkel, Schnitzel,

Goulash, Dumplings Herring, Bratwurst, Rollbraten, German Pizza, famous Potato Pancakes and more. Compliment your food with a stein of Fest Bier, a glass of Schlink Haus wine, or taste the many fine spirits available. Make sure to save room for a scrumptious dessert at the Konditorei (the German bakery).

Fun for All – German Fest offers something for everyone. Play, or learn to play Sheephead. Cheer on your favorite team, or pooch, during our soccer tournaments, popular Battle of the Mascots, Midwest United Handball Club Tournament, and Dachshund Derby. Stroll through the Volkswagen and Model T displays. “Oooh” and “Ahhh” during evening fireworks Friday and Saturday at 10:30 pm. Watch as parades make their way through the festival grounds. Delight in the sounds of Carousel Organs. Mark time with the Fest favorite Glockenspiel – a German cuckoo clock that comes to life.

Shopping - Visit the German Fest Marktplatz where you can purchase genuine German clothing, jewelry and accessories, steins, nutcrackers, table linens, candies and much, much more!

Special Features

- Admission to the Fest is \$3 for everyone on Friday, and admission for Children 12 and under is always free
- 2017 Admission to German Fest includes admission to **STIHL® TIMBERSPORTS® U.S. Pro & Collegiate Championships**, which airs on ABC in the fall with re-airings on ESPN, ESPN2 and NBC Sports
- Free Admission all day, any day for Active Military Personnel and their immediate family members with an active Military I.D.
- Meet Veronica Hummel at Mader’s Tower Gallery
- Sunday is Family Fun Day featuring the Milwaukee Police Department K-9 unit, a children’s parade, children’s dance group showcase and more

German Fest, Southeast Wisconsin’s premier German ethnic festival and a Milwaukee Tradition is held annually, the last full weekend in July at the Summerfest Grounds along the Lake Michigan shoreline. For more information, visit www.germanfest.com.

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