



Press Release

FOR IMMEDIATE RELEASE

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Howell Main Street's Oktoberfest Returns

Event will be bigger and better promise organizers

Howell Mich., Aug. 31, 2023 – The Second Annual Howell Oktoberfest, a fundraising event organized by Howell Main Street (HMS), returns to State Street in downtown Howell on Saturday, September 9 from 4 – 10 pm. With the support of the City of Howell, the community and some fantastic sponsors, including Chem Trend, Bank of Ann Arbor, Haley Mechanical, Surf Internet, VIVID Living, and Beauchamp Water Treatment Solutions, this year's event promises to be bigger and better than ever, say organizers.

"We've upped our game to make this an authentic Oktoberfest experience," said Kate Litwin, Howell Main Street COO. "A new food vendor, DeutschTroit, will be offering authentic German sausages, schnitzel, and sides, and we have a new band, Die Dorfmusikanten, led by Eric Neubauer, to keep the crowd dancing. We're also adding some other fun activities like a "best dressed" contest to help folks enjoy this celebration of German culture."

In addition to the food upgrade and new band, the Oktoberfest will feature the German Park Trachtengruppe Dancers, a group from Ann Arbor's German Park, that will perform traditional German folk dances, including the Shuhplattler, the thigh and shoe slapping dance (like Chevy Chase did in European Vacation...but not as violent!). The group will perform twice during the evening. Kicking things off with a variety of German music will be Shamrock DJs with DJ Patrick Johnson, who will also be playing a variety of music from 9-10 pm to close the event. The full schedule can be found below, or on the web site:

<https://howelloktoberfest.godaddysites.com/>.

The fundraising event is put on by Howell Main Street, a volunteer-led 501c3 organization whose mission it is to create a vibrant, strong, and economically viable downtown. HMS does this by using the Main Street Four-Point Approach™ to further our commitment to historic preservation, creating quality programming and events, and promoting downtown Howell as the heart and hub of the community. Funds raised through the Oktoberfest will be returned to the community in the form of events and activities that support the afore mentioned mission.

"As you enjoy our Oktoberfest, please remember that this fundraiser helps make our town a better place to work, live and play," said Litwin. "And we cannot do this, or any of our other activities for that matter, without the support of our dedicated volunteers. From the Board level down to individual event volunteers, they are the lifeblood of our organization. And if you'd like to be involved, just give us a call."

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Oktoberfest Schedule:

- 3:30 – 4:00 pm – Music by Shamrock DJs
- 4:00 – 5:30 pm – Live music by Die Dorfmusikanten
- 5:00 – 7:00 pm – Dinner served for presale Dinner Package ticket holders
- 5:30 – 6:00 pm – Dance performance by the Trachtengruppe Dancers
- 6:00 – 7:30 pm – Live music by Die Dorfmusikanten
- 7:30 – 8:00 pm – Dance performance by the Trachtengruppe Dancers
- 8:00 – 9:00 pm – Best Dressed Contest followed by live music by Die Dorfmusikanten
- 9:00 – 10:00 pm – Music by Shamrock DJs

Ticket Prices for this fundraising event are:

General

Admission: \$10 – Includes admission and availability to purchase snack and drink tickets. (Sale ends Sept. 8)

Presale Brew

Package: \$30 - Includes admission, availability to purchase snack and drink tickets, Commemorative ½ Liter Stein, one drink ticket. (Sale ends Sept. 7)

Presale Meal

Package: \$75 - Includes commemorative stein, drink ticket, meal ticket, availability to purchase snack and drink tickets. (Sale ends Sept. 7)

Presale VIP

Package: \$750- Includes 3:30 early entry, reserved table for 8, front row stage seating, 8 drink tickets, 8 meal tickets, 8 commemorative steins. (Sale ends Sept. 7)

Food / Beverage Options:

Pretzels (\$5) and bratwursts (\$11) will be available for purchase throughout the evening while supplies last. Full meal (sold as presale dinner package) includes choice of bratwurst or pork schnitzel with mushroom gravy, spaetzle, warm potato salad, and apple strudel for dessert. German-style and other beer options provided by Aberrant Ales and will be available with a drink ticket. Soda will be provided by DeutschTroit.

About Howell Main Street

Howell Main Street is a volunteer-led organization focused on creating a vibrant, strong, and economically viable downtown. Its mission is accomplished by using the Main Street Four-Point Approach™ to further commitment to historic preservation, infrastructure improvement, quality events, and promoting downtown Howell as the heart and hub of the community. You can learn more about the organization and how to get involved at its web site:

<https://downtownhowell.org/>.

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