



September 2, 2009
For Immediate Release
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Sprecher Oktoberfest Release Partypalooza!

Glendale, WI – It's that time of year again, the annual Sprecher Oktoberfest Release Partypalooza! Tuesday, September 15th, Sprecher will roll out the **firkin** of its award-winning Oktoberfest for all to enjoy along with the indie folk rock of **Will Phalen and the Stereo Addicts**. But wait! That's not all; this is a Partypalooza! so there's more fun in store.

- They're Off! At 6pm the Oktoberfest celebration begins with **Wiener Dog/Dachshund races**. There is a \$10 entry fee per dog, which will be donated to the Midwest Dachshund Rescue. To enter, send an email to: hotdogs@sprecherbrewery.com. Please visit www.sprecherbrewery.com for entry forms and updates. Space is limited to 50 dogs.
- Strike Up the Band! At 7pm, **Will Phalen and the Stereo Addicts** take the stage in the beer garden. They'll play until 10pm, and sometime during their sets **Randy Sprecher** will tap a firkin or two of the newly released **2009 Sprecher Oktoberfest**.
- Zippy Dogs, Great Beer and No Food? Not at all the case. Heavy hors d'oeuvres will be provided by local restaurants including **Solly's, Bravo** and **The Anchorage**.

At some establishments a partypalooza like this would cost at least \$20 just to get in the door. Not at Sprecher! With the exception of the Dachshund race entry fee (which will be donated to charity), the entire event is **FREE** to all who want to come and enjoy.

Milwaukee's original microbrewery, Sprecher Brewing Company is located at 701 W. Glendale Ave, Glendale, WI. For more information about Sprecher's Oktoberfest Release Partypalooza! and all events during Sprecherpalooza!, September 14-20, visit www.sprecherbrewery.com.

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