



Carlsbad Hi-Noon
Rotary Club

Ken Grody Ford Presents The Carlsbad Rotary



Rotary Club
Of Carlsbad



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Rotary Clubs of Carlsbad Host 29th Annual Oktoberfest

CARLSBAD, CA – Get out your lederhosen! The Carlsbad Rotary Oktoberfest, a fall tradition of feasting, fun and fundraising, will mark its 29th anniversary this year. The event, scheduled from 12 p.m. to 10 p.m. Saturday, Oct. 1 at Holiday Park, will bring thousands of people to enjoy German food (and beer!), live music, and a variety of entertainment for children. (Holiday Park is located between Tamarack Avenue and Carlsbad Village Drive off the I-5 Freeway)

The famous **Tip Top Meats** will be providing the traditional German dinner from noon until 8PM, the Carlsbad Danish bakery will be providing the amazing apple strudel, and loads of other great food will be everywhere. In addition to the traditional Budweiser and Beck's Oktoberfest blend beers, a new beer will be added this year – an **IPA from Oceanside Ale Works brewed specially for this event**. The Carlsbad Coastal Winery will again provide wine selections including tastings and host a grape stomp at Oktoberfest that was very popular last year, with separate barrels for adults and kids.

Live music will be played continuously this year, featuring the **international Oktoberfest music artist Faith Page**, along with polka music from German bands Roger and the New Villagers and The Pacific Coast Community Band. For the first time, **live Rock & Roll** will be included in the festivities with the addition of the Carlsbad bands The Skape Goats and The Last Call.

The event will again offer the popular Rotary Pumpkin Patch where children can decorate pumpkins and compete for prizes in different age groups. Moon jumps, clowns, face painting and caricaturists will keep all the little ones (and their parents!) entertained.

Local parking is limited and the event is popular, so a **free shuttle bus** will again be offered from the SW corner (Marron at Monroe) of the Westfield Plaza Camino Real Mall with pick-up and drop-off at 20-minute intervals from 11:30AM until 10:30PM.

The Oktoberfest is organized by the Rotary Club of Carlsbad and the Carlsbad Hi-Noon Rotary Club. "We are proud to be presenting Carlsbad's premiere family event again this year," said Mark Havel, Oktoberfest co-chairman. "The Oktoberfest is put on by volunteers and has through the years raised over a million dollars, of which **100% of the net proceeds** are given to local charities."

Time Warner Cable has always been the Presenting sponsor of the Carlsbad Oktoberfest, providing strong levels of TV advertising to both build awareness and attendance of the event and to provide value for other sponsors. This year, for the first time, **Ken Grody Ford** has joined as the Title sponsor of the event, providing a significant cash infusion that is greatly needed for community projects in the current cash-strapped economy.

The Boys & Girls Clubs of Carlsbad and the Women's Resource Center are major recipients of the proceeds, and the two sponsoring Rotary Clubs use the remainder to support local charities, scholarships and other Rotary community projects.

The traditional German meal will be served until 8 p.m. While event admission is free, tickets for the German dinner are \$10, and they may be purchased at the park or in advance (to avoid the long lines) from any Carlsbad Rotarian, or at the Boys & Girls Club at 3155 Roosevelt St. or Tip Top Meats at 6118 Paseo Del Norte in Carlsbad, or at the Women's Resource Center at 1963 Apple St. in Oceanside. For more information, visit www.rotaryoktoberfest.org.

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