

# THE DAYTON ART INSTITUTE



## MEDIA RELEASE

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## SOMETHING'S A 'BREWIN' AT THE DAYTON ART INSTITUTE

*Museum Launches First Ever Home Brew Beer Contest  
as Key Oktoberfest Attraction; Call For Entries Officially Begins*

(DAYTON, OHIO) – **July 28, 2009** – For the first time in Oktoberfest's history, The Dayton Art Institute is launching a Home Brew Beer Contest to highlight some of the area's most talented artists in the libations medium and is announcing its call for entries.

Intended for home brewers of beer made with non-commercial equipment, judging will be conducted by a panel of non-professional judges in three categories: Pale Ale/India Pale Ale, Wheat Beers (German or American) and Porter/Stout. The First Place Winner and Runner Up in each category will compete for Best in Show.

To even further reinforce the idea that all forms of creativity are art, each category will also be judged for Best Label, with those winners taking part in the Best in Show judging. Home brewers are encouraged to design their most creative labels reflective of their personalities and the style of their brew.

The entrance fee is \$25 per entry. Prizes include:

- One First Place Winner and one Runner Up Winner in each category shall be chosen by the judges. Each First Place Winner will receive a large Oktoberfest mug and will be eligible for the Best in Show tasting. Each Runner Up will be eligible for the Best in Show tasting.
- The winner of the Best Label in each category will receive a small Oktoberfest mug and will be eligible for the Best in Show tasting.
- A Best in Show winner will be selected based on a second tasting of all First Place, Runner Up and Best Label brews in each category (up to 9 brews). This tasting will be Sunday afternoon of Oktoberfest weekend, with the formal announcement of Best in Show occurring at 4:00 p.m. Best in Show will receive a Warsteiner Glass Beer Boot and bragging rights for one year!

“This contest is about bringing new and exciting events to Oktoberfest as well as shining a light on art in all its forms,” said Janice Driesbach, Director and CEO of The Dayton Art Institute.

“Homebrewing continues to be an important creative outlet for many beer lovers, and this contest will showcase the area’s best brewers in the best format possible -- Dayton’s largest and most established Oktoberfest.”

The time to begin brewing is soon approaching in order to participate in the contest - entries are due at the museum in September. Oktoberfest will be held September 26 and 27 on the grounds of the Dayton Art Institute.

For a complete list of all contest rules, as well as registration forms and information about submitting entries to The Dayton Art Institute, please visit [www.daytonartinstitute.org](http://www.daytonartinstitute.org) and click on the Oktoberfest link.

#### **ABOUT THE DAYTON ART INSTITUTE**

As one of the Miami Valley’s premier fine art museum, The Dayton Art Institute — which is in its 90<sup>th</sup> year — offers a full range of programming in addition to exhibiting its collection. The galleries and Museum Store are open from 10 a.m. to 4 p.m. Tuesday through Sunday with extended hours on Thursday until 8 p.m. Free parking is available at the museum and the facility is fully accessible to physically-challenged visitors. CAFÉ MONET by Elegant Fare serves lunch from 11:30 a.m. to 2:30 p.m. For more information, please call 937-223-4278 or visit [www.daytonartinstitute.org](http://www.daytonartinstitute.org).

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