

# THE DAYTON ART INSTITUTE



## MEDIA RELEASE

### FOR IMMEDIATE RELEASE

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### **THE DAYTON ART INSTITUTE HOSTS ANNUAL OKTOBERFEST CELEBRATION, SEPT. 26 & 27**

(DAYTON, OHIO) – September 11, 2009 – September’s here, and that means it’s almost Oktoberfest time! The Dayton Art Institute will host its 38th annual Oktoberfest on Saturday, September 26 and Sunday, September 27.

Presented by MillerCoors and organized by The Dayton Art Institute’s Associate Board, under the leadership of Oktoberfest chairs Nancy & Bill Chifala, this popular community event boasts a dazzling display of artisan pieces, unique food items, ample domestic, international and craft beers and delicious international wines. Live music will be featured on two stages throughout the weekend.

The MeadWestvaco FamilyFest and ProLiance Energy Museum Kids Club will offer kid-friendly art activities and games, from noon – 6 p.m. on Saturday and Sunday. This year’s Oktoberfest also features 20 artisan vendors that are new to the event. A jewelry raffle, artisan demonstrations and indoor family entertainment add to the weekend’s festivities.

In addition, The Dayton Art Institute has launched a Home Brew Beer Contest to highlight some of the area’s most talented artists in the libation’s medium.

Although samples of the home brew will not be available for public consumption, pre-appointed guest judges will decide who has Dayton's best home brew, via multiple tastings throughout the weekend.

The Oktoberfest Preview Party, sponsored by Steve R. Rauch, Inc., takes place on Friday, September 25, from 7 – 11 p.m. Since its debut in 1975, the Preview Party has grown into one of the best parties in town. Preview Party guests enjoy complimentary draft beer and wine and a more relaxing, less crowded atmosphere. They also have the first opportunity to purchase beautiful hand crafted wares by local and national artisans. The popular Steely Dan tribute band Aja will provide entertainment at the Preview Party.

FREE parking and shuttle service are available Saturday and Sunday, making it easy to get to Oktoberfest. Free, secure parking is available at the Imperial Packaging Corporation parking located, located about one mile east of UD Arena on Edwin C. Moses Boulevard. From there, take the free Oktoberfest shuttle directly to the event. Patrons may also park downtown and catch an RTA bus along Main Street, Fifth Street or Second Street. There is no charge for the RTA bus ride to Oktoberfest.

Oktoberfest hours are noon – 11 p.m. on Saturday, September 26, and noon – 7 p.m. on Sunday, September 27. During Oktoberfest, the museum galleries will be open Friday, September 25, 7 – 10 p.m., Saturday, September 26, 10 a.m. – 10 p.m. (by free guided tour from 6 – 10 p.m.), and Sunday, noon – 6 p.m.

Pre-sale tickets for Oktoberfest are priced at \$4 for adults and seniors and \$2 for students (ages 7-18). Children 6 and under are free. Pre-sale tickets may be purchased at Arrow Wine & Spirits, Dorothy Lane Markets, National City Bank (now a part of PNC), Borders Books and Music, and The Dayton Art Institute. Tickets may also be purchased online at [www.daytonartinstitute.org](http://www.daytonartinstitute.org).

Oktoberfest tickets purchased at the gate are priced at \$6 for adults, \$4 for seniors (60+) and \$3 for students (ages 7-18). Children 6 and under are free.

Advance tickets for the Oktoberfest Preview Party are priced at \$45 for museum members and \$55 for non-members. All tickets purchased at the gate are \$80. Please call 937-223-5277 for ticket information or buy online at [www.daytonartinstitute.org](http://www.daytonartinstitute.org).

Oktoberfest is sponsored by MillerCoors. The Oktoberfest Preview Party is sponsored by Steve R. Rauch, Inc. Oktoberfest Supporting Sponsors include Clear Channel Radio, Jaffe Jewelers, Liberty Savings Bank, MeadWestvaco, NewPage and ProLiance Energy. Patron Sponsors include Arrow Wine & Spirits, Coca-Cola, Greater Dayton RTA, Premier Health Partners and Time Warner Cable.

For more information about Oktoberfest at The Dayton Art Institute, please visit [www.daytonartinstitute.org](http://www.daytonartinstitute.org) or call the museum at 937-223-5277. Be sure to also visit The Dayton Art Institute on Facebook and Twitter for additional information and exclusive offers.

#### **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 Saturday and noon to 4 p.m. 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 Tuesday through Saturday, 11:30 a.m. to 2:30 p.m., and Sunday, noon – 2:30 p.m. For more information, please call 937-223-4278 or visit [www.daytonartinstitute.org](http://www.daytonartinstitute.org).

*The Ohio Arts Council helped fund this organization with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans. The DAI also receives support from the Montgomery County Arts and Cultural District.*

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