



# THE DAYTON ART INSTITUTE

## MEDIA RELEASE

### FOR IMMEDIATE RELEASE

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*Photos available upon request*

### CELEBRATE ‘40 YEARS OF CHEER & BEER’ AT THE DAYTON ART INSTITUTE’S ANNUAL OKTOBERFEST, SEPT. 23 – 25

(DAYTON, OHIO) – September 8, 2011 – Celebrate “40 Years of Cheer & Beer” at Dayton’s favorite outdoor festival, as The Dayton Art Institute holds its 40th Oktoberfest on the museum grounds, September 23 – 25.

The weekend kicks off on **Friday, September 23**, with the annual **Oktoberfest Preview Party**, sponsored by Steve R. Rauch Inc., from 7 – 11 p.m. The Preview Party features great international food from 30 vendors, a special craft beer cask tapping, complimentary domestic beer, German beer, wine, and soft drinks, live music by Velvet Crush, and pumpkin carving by Arctic Diamond Ice Sculpture. Preview Party guests also have the first opportunity to purchase hand-crafted wares from 65 local and national artisans. The museum galleries will be open to Preview Party guests from 7 – 10 p.m.

Space is limited for the Preview Party and advance purchase of tickets is recommended. Advance tickets are \$45 for museum members and \$60 for non-members. All Preview Party tickets purchased at the gate are \$80. Advance tickets may be purchased online at [www.daytonartinstitute.org/oktoberfest](http://www.daytonartinstitute.org/oktoberfest), at the museum’s Visitor Services Desk during regular museum hours, or by calling 937-512-0136.

The **40th Oktoberfest** takes place **Saturday, September 24** and **Sunday, September 25**. Presented by MillerCoors, this community event includes a dazzling array of artisans, unique foods, ample domestic, international and craft beers, kid-friendly art activities, live music on two stages, delicious international wines and much more!

Highlights of this year’s Oktoberfest include a fully covered Main Stage viewing area, an expanded Craft Beer tent with four big-screen TVs for all the weekend football action, a special craft beer cask tapping on Saturday, and the 3rd Annual Oktoberfest Home Brew Beer Contest. The MeadWestvaco FamilyFest provides free art activities and games for the kids, from noon – 6 p.m. on Saturday and Sunday. Kids may also sign up for the free ProLiance Energy Museum Kids Club at Oktoberfest.

As part of the Oktoberfest 40th anniversary celebration, The Dayton Art Institute will post photos from past Oktoberfest celebrations on its website and Facebook page. The community is also invited to share its Oktoberfest memories on both the museum’s website and Facebook page.

Getting to and from Oktoberfest is a snap. Free parking and shuttle services are available on September 24 and 25. Park at Imperial Packaging Corp. on Edwin C. Moses Blvd. (one mile east of UD Arena) and take the free shuttle to and from Oktoberfest. Visitors may also park downtown and take the free RTA Oktoberfest shuttle from stops along Main Street, Second Street and Fifth Street in the Oregon District.

Oktoberfest hours are noon – 11 p.m. on Saturday, September 24, and noon – 7 p.m. on Sunday, September 25. The museum's galleries will be open noon – 6 p.m. on Saturday and Sunday.

Advance tickets for Oktoberfest are \$5 for adults and seniors, and \$3 for students (ages 7-18). Tickets purchased at the gate are \$7 for adults, \$5 for seniors, and \$4 for students. Children 6 and under are admitted free.

Oktoberfest advance tickets may be purchased online at [www.daytonartinstitute.org/oktoberfest](http://www.daytonartinstitute.org/oktoberfest), at the museum's Visitor Services Desk during regular museum hours, or by calling 937-512-0136. Advance tickets may also be purchased at Arrow Wine & Spirits, Bee Gee's Mini Mart, Boston Stoker (2nd Street location in downtown Dayton), Culinary Company, Cuvee Wine Bar & Cellar, Dorothy Lane Markets, Dublin Pub, Logos @ Work, and Voltzy's Root Beer Stand.

The Dayton Art Institute's Oktoberfest receives support from **Presenting Sponsor** MillerCoors, **Preview Party Sponsor** Steve R. Rauch Inc., **FamilyFest Sponsor** MeadWestvaco, **Supporting Sponsors** Jeff Schmitt Autogroup, Liberty Savings Bank and Coca-Cola Bottling Co., and **Patron Sponsors** Arrow Wine & Spirits, Cavalier Distributing and Time Warner Cable, with **Additional Support** from ABC 22/FOX 45 Dayton's News Source, Clear Channel Radio, Dayton City Paper, Grandview Hospital and Imperial Packaging Corp.

The Dayton Art Institute's Associate Board, a group of dedicated museum volunteers, organizes the annual Oktoberfest as a fundraiser to support the museum. More than 2,000 additional volunteers help with the massive task of putting on the event. Over the years, the Associate Board has raised more than \$4.5 million through *Oktoberfest*. Since its inception in 1972, the annual festival has drawn more than 850,000 people. All proceeds from the event benefit The Dayton Art Institute.

For more about Oktoberfest, visit [www.daytonartinstitute.org/oktoberfest](http://www.daytonartinstitute.org/oktoberfest) or call the museum at 937-223-5277. Join the Oktoberfest celebration on Facebook ([facebook.com/daytonartinstitute](https://facebook.com/daytonartinstitute)) and Twitter ([twitter.com/daytonart](https://twitter.com/daytonart)) for additional information, updates and exclusive offers. On Twitter, search for the hashtag **#OktoberfestDayton** to find the latest Oktoberfest information.

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

*As one of the Miami Valley's premier fine art museums, The Dayton Art Institute offers a full range of programming in addition to exhibiting its collection. The galleries and Museum Store are open Wednesday through Saturday, 10 a.m. to 5 p.m., and Sunday, noon to 5 p.m., with extended hours on Thursday until 8 p.m. Suggested admission to the museum's permanent collection is \$8 adults, \$5 seniors, students (18+) and groups, free for museum members and youth under 17. Some special exhibitions, programs and events may carry an additional charge and include admission to the museum's permanent collection as part of that price. Free parking is available at the museum and the facility is fully accessible to physically challenged visitors. CAFÉ MONET by Elegant Fare serves lunch Wednesday 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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