



'Oktoberfest: Texas Style'

**Nov. 4 – Nov. 13, 2011
New Braunfels, Texas**

Wurstfest Association, P.O. Box 310309, New Braunfels, TX 78131-0309

October 2011

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**NEWS4 SAN ANTONIO WOAI-TV
JOINS WURSTFEST AS MEDIA SPONSOR**

Wurstfest patrons will see some bright lights and familiar faces this year on the Wurstfest grounds Nov. 4-13. News4 San Antonio WOAI-TV will serve as the official television sponsor of Wurstfest 2011, meaning several News4 on-air personalities will be enjoying some Wurstfest gemütlichkeit, or loosely translated, good fellowship.

"We're delighted to work with our friends from Ch. 4 and appreciate their support," said Herb Skoog, director of Wurst Relations.

Kicking off opening ceremonies of Wurstfest at 5 p.m. Friday, Nov. 4, will be News4 San Antonio WOAI-TV's Emmy-award winning Sport Anchor and Sports Director Don Harris. Harris, who will serve as guest emcee of the ceremonies, celebrated his 22nd year with the station this year. He was most recently honored with an Emmy award for Best Sports Anchor. It was his second Emmy in two years. He also won the Award for Best Sports Story for his profile of the family of the late Mike Coolbaugh. Harris has covered many major sporting events during his 22 years at News4 WOAI, including Super Bowls, Final Fours and four Spurs World Championships.

On Friday, Nov. 11, a Special Veterans Day Salute will take place beginning at 8 p.m. in the Wursthalle. News4's Randy Beamer will be the emcee for this special salute. Beamer is News4's 5, 6, 6:30 and 10 p.m. co-anchor and photojournalist. A three-time Emmy award winner, Beamer has shot and reported for News4 from around the country and around the world. His work has included everything from adding a bulletproof vest to his gear for a documentary on San Antonians who run the biggest hospital in Iraq to reporting from Galveston on Hurricane Ike.

Meteorologist John Gerard, a Certified Broadcast Meteorologist with more than 30 years of television experience, will do the weather live from Wurstfest on Friday, Nov. 4 during the 5, 6

and 6:30 p.m. newscasts. Gerard has tracked Hurricanes Katrina and Wilma across South Florida, a legendary April snowfall in Tennessee and a tornado that struck downtown Miami and Miami Beach in 1997.

As part of the News4 San Antonio WOAI-TV Media TV Sponsorship, Wurstfest patrons can expect to see more of the News4 throughout the 10-day festival.

SIDEBAR #1

Special Veterans Day Salute

As part of the Special Veterans Day Salute, veterans from all five branches of the military – Army, Navy, Air Force, Marines and Coast Guard – will be honored during a ceremony beginning at 8 p.m. Friday, Nov. 11, in the Wursthalle.

“This is special because it is the 11 day of the 11 month of the 11 year,” said Herb Skoog, director of Wurst Relations.

There will be a Presentation of Colors by VFW Post 7110. The Honor Guard will include Bob Rayfield, U.S. Flag; Harvey Haas, Texas Flag; and from VFW Post 7110, Marvin Brietzke (Army), James Moser (Air Force), Cecil Dykes (Coast Guard), Fletcher Andrews (Marines), Joe Hackett (Navy) and Lonnie Garza (Sgt. at Arms).

Dean Schilling will render “Taps” on the bugle.

The Cloverleaf Orchestra will honor veterans by rendering all the songs of all five branches of the military.

“We also will be giving away a free 3-inch Special Veterans Day commemorative button at the gate, while supplies last,” Skoog said.

The Wurstfest Association of New Braunfels is a non-profit corporation whose purpose is to promote the local economy through tourism and promote and preserve the community’s rich German heritage. Proceeds from the event benefit a wide variety of projects.

Admission to the Wurstfest grounds will be free from 4 to 7 p.m. on opening night, Nov. 4. After 7 p.m., admission to the festival is \$8 at the gate; and children ages 12 and younger will be admitted free at all times. Wurstfest continues through Nov. 13. Group rates, advance discounts and special weekday promotions are available. For information about Wurstfest, call 830/625-9167 or 1-800-221-4369, or visit the Web site at www.wurstfest.com.