



*‘Oktoberfest: Texas Style’*

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

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

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October 2011

Contact: Herb Skoog, Director of “Wurst” Relations, 830/625-9167

### **WHO’S ON FIRST? THE TIMING OF WURSTFEST AND WHY IT MATTERED**

Wurstfest always starts on the last Friday before the first Monday in November. But did Wurstfest planners have a reason for planning it this way?

“It used to be that many of the folks in the military would get paid monthly,” said Herb Skoog, director of Wurst Relations. “Timing Wurstfest in this manner made sure Wurstfest patrons had just received their paychecks and had money to attend the festival.”

Alton J. Rahe writes about these decisions and more in “Wurstfest, New Braunfels, Texas: The First Fifty Years . . . Since 1961.”

Rahe and Darvin Dietert, who compiled photos for the book, writes that the festival began as a way to draw in military members who had cash. The first festival was slated to take place in Landa Park in 1961. Because of bad weather, the festival was moved to the National Guard Armory.

In 1968, the Wursthalle was doubled from its previous year’s size and the festival expanded to its current 10-day run.

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](http://www.wurstfest.com).