

**FOR IMMEDIATE RELEASE:**

Tuesday, October 20, 2015

***Oompa-partnership***  
**Oktoberfest Society and JCI Penticton partner to grow annual Oktoberfest**

**Penticton, BC:** The Penticton Oktoberfest Society has joined forces with Junior Chamber International (JCI) Penticton to make the Sixth Annual Penticton Oktoberfest an even larger oompa-pa party.

“This year’s event is a turning point,” notes Adolf Steffen, Chair of Penticton Oktoberfest Society. “Penticton Oktoberfest started over five years ago to resurrect the event after a 10 year break. Now, for the sixth annual Penticton Oktoberfest, we’ve got the Jaycees involved. The young blood brings new enthusiasm and ideas together with the Oktoberfest traditions. It’s a big moment. We hope to grow the event into a two-day celebration.”

“We’re so happy to have created a partnership with the Oktoberfest Society – another service group in Penticton,” says Brent Fitzgerald, JCI Penticton Oktoberfest Committee Chair. “Penticton Oktoberfest is an event JCI Penticton has volunteered at for a number of years. Last year we took on the role of rallying volunteers and this year, we have continued to grow our partnership with the Oktoberfest Society, by taking on additional components including marketing and licencing.”

Penticton Oktoberfest begins this Saturday, October 24, at 6:00 p.m. and runs until 12:30 a.m. at the Penticton Trade and Convention Centre. The event’s entertainment includes The Beerbarrels and Flash Back. On tap, there will be local and imported beer, including: Erdinger, Stiegel and Cannery Brewing. Wild Goose Vineyards will also be pouring their 2014 Riesling and 2012 Merlot. To pair with the pours, traditional Oktoberfest fare will be served including bratwurst, weisswurst, sauerkraut, apple strudel and more. Attendees can hop on The Coconut Express from 10:00 p.m. to 12:30 a.m., and be shuttled to the Penticton Lakeside Resort, Tugs Tap House or The Mule Nightclub.

Tickets purchased in advance are \$35\* (\*plus applicable service fees), and each includes one free beer. Tickets may be purchased online at [www.ValleyFirstTix.com](http://www.ValleyFirstTix.com), or in person at the Valley First Box Office (at the SOEC) and Wine Country Visitor Centre. The Valley First Box Office is open this week 10:00 a.m. to 5:00 p.m., with extended hours this Friday and Saturday. Attendees must be 19+.

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**ABOUT JCI PENTICTON:**

JCI Penticton is a group of young professionals between the ages of 18 and 40, whose mission is to contribute to the advancement of the City of Penticton and outlying areas by providing the opportunity for to develop social responsibility, entrepreneurship, leadership skills and fellowship to create positive change.

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