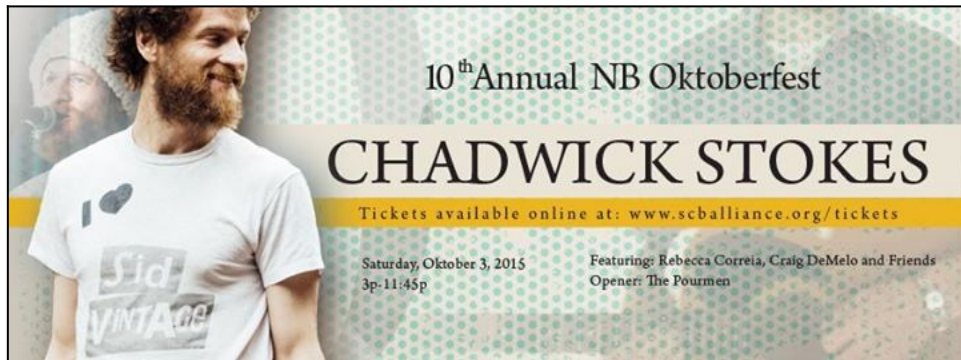


# 10th Annual New Bedford Oktoberfest Survival Guide



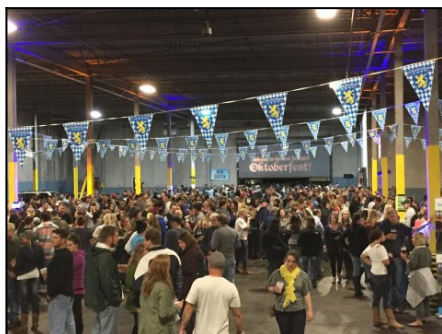
*The 10th Annual NBOktoberfest takes place Saturday, Oktober 3, 2015 from 3:00pm-11:45pm at the State Pier Ferry Terminal/49 State Pier,*

Oktoberfest is the largest “People’s Festival” on the planet. The festival was originally created to celebrate the marriage of Germany’s King Ludwig I to Princess Therese of Saxe-Hildburghausen, in Munich more than two centuries ago. All citizens were invited to celebrate with the royal family on the fields in front of the city gates.

There was a parade, music & dancing, horse races, wine and beer tasting, bowling, games, and of course, mouth-watering food. Outside of good excuses – battling with Napoleon’s troops, a Cholera epidemic, and a few wars – the festival would take place each year with various activities being added or removed.

The two-week long festival would continue to grow in popularity and any non-German nationals that were fortunate enough to be in the country during the festival would, of course, partake in the celebration. Clearly, this left an indelible impression – one powerful enough to adopt the idea for the nations that these folks returned to.

Today, Oktoberfest is celebrated in scores of countries – complete with the Polka music, bratwurst, and of course, beer. Since America's largest ancestral group is German, it should come as no surprise that Oktoberfest took root as a popular excuse to drink, dance and have fun.



*NB0ktoberfest in less than 10 years has become one of the region's most popular events.*

On the South Coast, there's no bigger and better version of Oktoberfest than New Bedford's own, NB0ktoberfest. Organized by the South Coast Business Alliance, the festival is now on its 10th year and has become one of the city's most popular annual events.

What makes Oktoberfest an even more special one, is that the South Coast Business Alliance also pairs each event with charitable organizations by donating part of its proceeds – which will surpass \$500,000 with this year's event. Since its inception, they have focused their efforts on at-risk youth programming and various other organizations around the South Coast. Most recently they started the SCBA UMass-Dartmouth Scholarship Fund which provides a scholarship to one graduating senior with demonstrated financial need.

Additionally, they have donated over \$15,000 to the Children's Advocacy Center of Bristol County, supported organizations like Star Kids, the Zeiterion Theater, The Boys and Girls Club

of Greater New Bedford, Friendly Sons of St. Patrick and many more. Several of their members have also received the South Coast Emerging 5 Award awarded each year to five recipients under 40 for their contributions and support within the community, including the President Christian Farland, one of the Founders/Board Members Jason Lanagan, and Nick Francis, Board Member & Chairman of the New Bedford Oktoberfest.

So, simply by attending the event you not only have a complete, total blast, but you can feel good that you contributed to a local charity, and benefited the community in some way. Wunderbar!

If you are a regular attendee, you may want to know what is still happening, what's been taken away and if there is anything new. If you have never been, you'll want to know what to expect. Read on, mein guter Kumpel.