



FOR IMMEDIATE RELEASE

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CONTACT: Monique Vernon, Downtown Development Coordinator

424 South Castell Ave
New Braunfels, TX 78130
830-221-4091
mvernon@nbtexas.org

Downtown New Braunfels Welcomes Wein and Saengerfest on May 4th

New Braunfels, TX - Wein and Saengerfest celebrates its tenth year in historic downtown New Braunfels on Saturday, May 4th. Wine tasting, continuous live music, food seminars, a Chef's Showdown, tempting festival foods and an assortment of family activities are a part of this unique event that kicks off at noon.

A New Braunfels tradition, Wein and Saengerfest has grown through the years due to the cooperative efforts of the City, generous local business sponsors and a number of non-profit organizations – all working together to produce a distinctive experience that both residents and visitors can enjoy.

Wein and Saengerfest offers a fantastic variety of wines for sampling – primarily from Texas vineyards, but also featuring German and Californian selections. After sampling, attendees have the opportunity to purchase a bottle of their favorite vintage at the wine market, hosted by the New Braunfels Parks Foundation. Proceeds from the wine market and wine tastings contribute to future preservation and enhancements of downtown parks, including Main Plaza and Market Plaza.

Attendees can browse the Art Show & Market, featuring talented Texas artists and craftsmen, and experience the Grape Stomp hosted by CIMA Hospice. The New Braunfels Art League is sponsoring an arts and crafts workshop and the New Braunfels Railroad Museum is providing train-themed activities for children. A number of other organizations will also have booths and activities, for family fun.

“Live entertainment is scheduled all day long on multiple stages” said Monique Vernon, City of New Braunfels Downtown Development Coordinator. “With a wide variety of music, there will be something for everyone.”

This year's entertainment lineup includes: Jeremy Steding; Ballet Folklorico De La Rosa; Zydeco Joe; Terry Cavanagh; Kim Kafka; Eurofest; Retro FX; and Texas Tide. The live music performances during the day culminate with a street dance featuring Dysfunkshun Junkshun on Main Plaza at 7:30 p.m.

Primary sponsors of this year's event include the City of New Braunfels, Tri-City Distributors, Lamar Outdoor Advertising, Paradise Palms at York Creek, HEB and Republic National Distributing Company.

For more information about this New Braunfels tradition visit www.weinandsaengerfest.com.

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