



FOR IMMEDIATE RELEASE

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Downtown New Braunfels Welcomes Wein and Saengerfest on May 3rd

New Braunfels, TX - Wein and Saengerfest celebrates its eleventh year in historic downtown New Braunfels on Saturday, May 3rd. Wine tasting, live music and entertainment, food seminars, a Chef's Showdown, tempting festival foods and an assortment of family activities are included in 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 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 two stages,” said Robin Kunkel, City of New Braunfels Recreation Manager. “Guests in downtown will have a great time in the shops and venues in addition to the festival fun in the streets.”

This year’s entertainment lineup includes: Terry Cavanagh, Zydeco Joe, The Hillbilly Jug Band and Texas Tide. The live music performances during the day culminate with a street dance featuring Le Freak at 8:30 p.m.

Primary sponsors for this year’s event include the City of New Braunfels, H-E-B, Alamo Drafthouse Cinema, Tri-City Distributors, Lamar Outdoor Advertising, Paradise Palms at York Creek, New Braunfels Downtown Association, Willie’s Grill and Icehouse and Republic National Distributing Company.

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

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