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## PRESS RELEASE

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### Oktoberfest Joins WBCA Celebrations in Laredo

*Unique festival to bring tourists to the border*

**LAREDO, Texas**—Things just got a little more festive down on the border. The Border Beer Fest and first-ever Oktoberfest are now officially the newest festivals added to the [116<sup>th</sup> Annual Washington's Birthday Celebration in Laredo](#), a two-month-long celebration beginning in January with dozens of events including food festivals, pageants, parades, air shows, fireworks, carnivals, comedy shows, concerts and dances, and now, a beer festival.



*Attendees enjoy international beer samples at the first ever Border Beer Fest on February 4, 2012 at the L.I.F.E. Downs Pavilion in Laredo, Texas.*

The Washington's Birthday Celebration celebrates the birthday of the first president of the United States, George Washington, and is the largest celebration of its kind in the entire U.S.A. The festivities draw in hundreds of thousands of tourists from all over the United States and Mexico every year and affiliation with the Washington's Birthday Celebration Association (WBCA) is no doubt a major accomplishment.

Oktoberfest will now add a bit of Texas German heritage to the 116-year-old celebration with over 200 different beers to sample from, as well as great food and live music.

"The Washington's Birthday Celebration strives to provide something for everyone with more than 32 events in 33 days," said Bob Weathers, WBCA President.

"With that said, it is with great pleasure that we welcome our newest affiliates, Oktoberfest 2012 and the Border Beer Fest, to the 2013 calendar of Washington's Birthday festivities."

A portion of the proceeds will be donated to South Texas Academic Rising Scholars (STARS) for scholarships for deserving students in South Texas.

**Pre-sale tickets** start at just \$15 and are now available online at [BorderBeerFest.com](http://BorderBeerFest.com) and at Mike's Western Wear located at 4519 San Bernardo Avenue in Laredo, Texas.

**Special VIP tickets** are available for \$35 and allow you to sample food and beer while mingling with beer and brewing industry leaders one hour before doors open to the general public. VIP ticket holders will also have access to a restricted VIP lounge throughout the event.

**Tourists** should e-mail [info@borderbeerfest.com](mailto:info@borderbeerfest.com) for a special discount with partnering hotels.

**-Don't miss the great music, food and of course, beer on Saturday, October 20, 2012 at the L.I.F.E. Downs Pavilion located on U.S. Highway 59 in Laredo, Texas.-**

Follow Oktoberfest on Facebook at [www.Facebook.com/BorderBeerFest](http://www.Facebook.com/BorderBeerFest).

For more information on the Washington's Birthday Celebration, please visit [www.wbcalaredo.org](http://www.wbcalaredo.org).

For more information on what to do in Laredo, please visit [www.visitlaredo.com](http://www.visitlaredo.com).

Oktoberfest 2012 is possible thanks to the support of our sponsors: [L&F Distributors](#), [Family Chevrolet](#), the [Laredo Convention and Visitor's Bureau](#), [La Posada Hotel](#) and [Viva South Texas](#).