

To: Editor

From: Barbara Brower
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For Immediate Release, Please

3rd Annual Black River Area Oktoberfest – Huge Success!

Despite the rainy weather over 1,000 people attended the 3rd Annual Black River Area Oktoberfest held at the Sand Creek Brewing property, Saturday, October 3rd. The Black River Area Chamber of Commerce (BRACC), Sand Creek Brewing Company (SBC) and the Black River Falls Downtown Association (BRFDTA) all came together to create a great event. Vendors lined Pierce and Third Streets selling a variety of wares. Children's activities included games, face painting and contests. Many folks, young and old alike tested their skills by climbing the rock wall. The scent of the food being prepared and the great music at Sand Creek Brewing drew people from far and wide.

An event of this magnitude takes a great deal of participation. BRACC, SBC and BRFDTA wish to thank the various organizations and individuals who volunteered their time and talents to help make the event a success. Credit goes to: **Children's Activities** – The Black River Area Child Care Center under the leadership of Trish Wiesender. Face painting artistry was performed by Rose Schaper, Lost Falls Resort. Thanks also to our local royalty courts - Miss Karner Blue Princess, Miss Black River Falls and Miss Jackson County for helping out throughout the day. **Contests** – Wal-Mart Super Center lead by Assistant Manager Leslie Keller assisted by other Wal-Mart employees. **Car Show** – Co-chairmen Tom Krotzman and Charlotte Fleischmann, with help from Chuck Nibbe, Gordy Vase, and Rhonda and Mike Groth. Also, the many area businesses who donated goodie bag items are: Waumandee State Bank, Quick Cash Loans, Purpose Financial, Holiday Inn Express, Black River Memorial Hospital, Bolton Refuge, Dean's Satellite Service, Miller's Antiques and Coop Credit Union. **Food & Beverage** – The Jackson County Tavern League with the help of Pete Olson, Jen Gunning, Scott Thomas and others served up their famous pork sandwiches and The Boys & Girls Club of Jackson County pleased the crowd with root beer floats. The Bohemian Hall served up fresh baked goods throughout the morning. **Infrastructure** – The Black River Falls Parks & Recreation - Steve Peterson, Black River Falls Police Department – Chief Don Gilberg and staff, Black River Septic and Friends of the Brewery. **Tickets Sellers** –Traci Bailey, Ed Schaper, Kae Shisler, Amanda and Tyler Gunn, Mary O'Brien, Kate Dougherty, Lois and Gary Corey, Linda and Jim Fischer, Mary Gaul, Dale McAllister, Sara McCullough, Diane Moen, Bonnie Voss, Dana Iverson and Marti Herzberg. **Planning and Execution** – Gaier Construction, Band Box Cleaners, Scholze Ace Home Center, Millis Transfer, Jim and Trish Wiesender, Todd and Nancy Krueger, Kirsten Krueger, Nate Peck, Dan and Donna Golueke, Leif and Sherry Skogstad, Dale Pikal, Lon Pikal, Chris Peterson, Ena Lepinski, Kevin and Lizzy Tegels, Mike Brauner, Sally Johnson, Denny Blum, Joe & Maria Williams, Eleen Eversum, Ryan Radtke, Bill Arndt, E.J. Rosenberg, Scott Swanson, Kim Zagorski, Scott Wiesender, Charlotte Fleischmann, Tom Krotzman, Dana Iverson, Grady Gutknecht, Jennifer Gunning, Joan Hanson, Todd Perry, Traci Bailey, Joe Gaier, Carly Dobson, Darren Durman, Jerome Bjerke, Barbara Brower, Amanda Gunn, Mary Mack, Linda Fischer, Connie Gates, all the rest of the

Friends of the Brewery and a special thank you goes to Cora, the Brewery Watchdog. To everyone else not mentioned – Thank you!

Plans are already underway for the 4th Annual Black River Area Oktoberfest to be held next October. Once again, thank you to everyone who helped make the day a huge success!

Black River Area Chamber of Commerce
Black River Falls Downtown Association
Sand Creek Brewing Company

Caption Photo #703

Several of the organizers of the Children's games from the Black River Area Child Care Center took a moment away from their duties to pose for the camera. Pictured left to right are; Kim Tingelstad, Christy Tamminen, Carolyn Hestekin and Jane Ellingson. Not pictured was Children's Games Chairman – Trish Wiesender.

Caption Photo #707

The rock wall hosted by Gamecraze in Warrens was a real hit among the daring climbers in the crowd.

Caption Photo #724

Dressed appropriately in lederhosen, Jim Hoffman enjoyed a Sand Creek beverage in his newly purchased limited edition commemorative mug.

Caption Photo #712

Pictured left to right are Car Show chairmen, Charlotte Fleischmann and Tom Krotzman with their helper Gordy Vase.

Caption Photo #705

Face painting was popular among the children. Rose Schaper is shown here painting a design on Jeremiah Rumsey.

Caption Photo #716

The pumpkin decorating and dessert contests were sponsored by Wal-Mart Super Center. The contest chairperson Leslie Keller is shown (left to right) with Chris Kulas and Lucy and Merlin Anderson.