



FOR IMMEDIATE RELEASE

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Get Ready to Get Your Deutschland On!

**Blue Mountain Village hosts the first annual Creemore Springs Oktoberfest
Saturday September 23rd – Rain or Shine!**

Blue Mountains, Ontario. September 7, 2017 --- *Prost!* It's time to roll out the barrels, slip on your lederhosen and get set for family fun and an Oompa-pa good time with fantastic activities and outdoor entertainment. From noon to 6 pm, the Creemore Springs Biergarten in the Events Plaza is the center of the action with Bavarian-inspired food and drink served up by Copper Blues, live music, traditional dancers, fun and games, and much more. "Celebrity Bartender" Kevin Brauch, host of *The Thirsty Traveler* on the Fine Living Network and *Superstar Chef Challenge* on Food Network Canada, will emcee the event to add a little something special to the festivities.

Drink, dance and be German!

It starts with the ceremonial tapping of the keg and just keeps rolling from there with the 3-piece Beer Barrel Band, guaranteed to get you in the spirit. Then the Alpine Dancers Club gets up on their feet to showcase traditional German dancing. The live music continues all afternoon with folk/pop/rock singer Felicia McMinn performing well-known covers and original songs, singer/songwriter Charlotte Cornfield with her crowd-pleasing mix of traditional folk and contemporary tunes, and the amazing Shawn Brady who gets everyone up and dancing to popular acoustic rock!

There's a whole Village around that biergarten and late night parties

In addition to the beer garden, you can sample a variety of local brews and German-inspired fare all day at Village hot-spots – aka mini-festhalls - Rusty's, Kaytoo, Copper Blues, MJ Byrne's,

Tholos, Firehall Pizza Co., Twist Martini Bar & more (to be announced). And when the sun goes down things really heat up with each of these venues hosting their own Oktoberfest party.

Plan to stay

Blue Mountain Village has a variety of accommodations and offers the Oktoberfest Lodging Package that includes two night stay at Blue Mountain Resort, a festival beer stein and Oktoberfest Bucks for use at the Creemore Festival Tent. Reserve your Creemore Springs Oktoberfest package by calling 705-445-0231 or 877-445-0231. Plan your visit to the 1st annual Creemore Springs Oktoberfest at Blue Mountain Village and the start of a great tradition. Be part of it from the very beginning!

For more information and complete event listings visit

<http://www.bluemountainvillage.ca/events/2017/creemore-springs-oktoberfest-at-blue>

About the Village:

Between the foot of the Niagara Escarpment's scenic Blue Mountains and the rugged shores and crystal-clear waters of Georgian Bay, the picturesque Blue Mountain Village is Southern Ontario's premiere four-season destination. A cobblestoned pedestrian village framed by turn-of-the-century Ontario architecture, the Village offers a wide variety of family accommodations, activities and attractions including over 40 unique shops and restaurants, zip lines, ropes courses, hiking, biking, segway tours and much more. An incredible natural retreat, the Village offers as much – or as little – as you'd like to do. For a complete listing of Village activities and events, please visit www.bluemountainvillage.ca

Creemore Springs was established in 1987 and is one of Ontario's original craft brewers, with beer brewed in small batches, in an open flame copper kettle with local spring water, the finest barley malt, imported noble hops and select yeast and no preservatives or pasteurization. The original brewery is located in a century-old hardware store on Creemore's main street. Visitors are welcomed with a beer tasting bar, brewery tours, a retail store and an outdoor beer garden. Recently, Creemore launched an innovative partnership with The New Farm, a local, wholesale organic farm located just outside the village of Creemore and opened BATCH, Creemore's urban gastrobrewery that pairs the best of local food and in-house craft brews, in the heart of downtown Toronto. For more information go to www.creemoresprings.com
