

Starting in 2014, Oktoberfest in La Crosse, one of Wisconsin's premier community festivals, will return to its original four-day format. "We want to share this important news with our community well in advance," says Kam-Lin Roswall, president of the Oktoberfest Board of Directors. "We are aware that literally thousands of people plan their schedules around our event and want to give all of our friends and supporters ample notice of our new format." Oktoberfest 2013, scheduled for September 27 through October 5, will run the nine-day format as previously announced. In 2014, Oktoberfest will run from Thursday, September 25th through Sunday, September 28th.

"The new four-day format will allow us to provide our friends and guests with an improved 'fest' experience," says Oktoberfest Executive Director, Tina Severson. "The new schedule will be more attractive in that guests will be able to take part in more of our signature activities—parades, entertainment venues, luncheons, history and traditions—without having to span two weekends and a full week in between." The move to a four-day schedule is a significant change for Oktoberfest but the decision has been embraced by all branches of the Oktoberfest family. "The Board of Directors has shared their thoughts with all of the fest-family groups and there is a strong consensus that this is the right move at the right time," says Roswall.

Oktoberfest will continue discussions regarding timing and dates of the various pre-fest events leading up to their 2014 celebration, such as the Parade Marshal Announcement, the Miss La Crosse/Oktoberfest Scholarship Program, the Mrs. Oktoberfest Reception, etc. Dates for those events and a full schedule will be available in 2014.

One important tradition that will remain with the four-day schedule is the "fest week" visits by the Oktoberfest Royal Family to area schools and senior living facilities. "Everyone recognizes the

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importance and great joy these visits bring,” says Severson. “We have details to work out with the new schedule. However, we are planning on this activity to continue.”