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**For Immediate Release**

**MEDFORD OKTOBERFEST & MUSIC FESTIVAL TO FEATURE NATIONAL HEADLINERS, NEW EVENTS AND TRADITIONAL FAVORITES**

**MEDFORD, NJ.** - The Medford Business Association (MBA) will hold its annual Medford Oktoberfest & Music Festival on **Friday September 15, 2023 from 5:00 to 9:00 p.m. and Saturday September 16, 2022 from 1:00 to 9:00 p.m.** at Medford Freedom Park, 86 Union Street, Medford, New Jersey. Considered “Medford’s Biggest Party of the Year,” the event is organized and promoted by the Medford Business Association, with Shop Rite of Medford as its Presenting Sponsor. **Parking and admission are free**, and the event is open to all ages.

This year’s event will feature a massive beer tent, sponsored by Taunton Forge Liquors, that will serve not only well-known national and international brands and Oktoberfest brews, but also local crafts from area brewers. Over a dozen food vendors will be on site offering a variety of options, including traditional German food favorites.

The event will see the return of the popular Bavarian Steinholding competition, sponsored by King’s Road Brewing Company and sanctioned by the US Steinholding Association, on both Friday and Saturday. One man and one woman will qualify to advance to the New Jersey State Finals on October 21 at the Feed Mill in Medford. Interested participants can sign up in person at the event while spots last.

Two contests will make their debut this year. On Saturday, attendees can sign up for free to participate in the Lower Forge Brewery Traditional German Outfit Contest with winners receiving prizes packs for under 18, adult man, adult woman, best couple and best dog. On both Friday and Saturday, the Magnify Brewing Company Celebrity Bratwurst Eating Contest will test who can eat a loaded bratwurst the fastest for charity.

Saturday will also include a business fair with scores of local businesses, crafters, artisans, and more. Children of all ages are welcome to attend both days, and there will be special activities just for them on Saturday.

The event will feature over 20 musical artists on two stages. Friday night’s main stage lineup includes a full set from national-touring artist **Low Cut Connie** in support of the band’s highly anticipated new album, *Art Dealers*, scheduled for release on September 8. Joining Low Cut Connie on the Friday night main stage will be the Katie Henry Band and

Velvet Rouge. Music starts at 5:15 p.m. with Low Cut Connie hitting the stage around 7:30 p.m.

Popular country rock artist **Kenny Curcio**, who grew up in Medford and now splits his time between New Jersey and Nashville, will headline Saturday's main stage lineup with his Nashville-based band. Kenny's newest single, *Jersey Shore*, quickly became a summer anthem when it was released in June. Saturday's main stage will also include performances by Kyle Sparkman, Groove Merchants, Calista Garcia, The Vaughns, and a closing set from My Funky Brethren.

Both days will feature a second music stage located in one of Freedom Park's large open-air gazebos. On Friday night, the Gazebo Stage lineup opens with groove band The Triple T's, followed by Sun Psychic, before turning it over to local up-and-coming bands Sunrise Cries and Wasted Potential.

Saturday's Gazebo Stage lineup opens with a classic rock cover set from The Loan Rangers, followed by singer-songwriters The Gender Gnomes, Ian Miller, and Brian McGovern, and a tribute to the Queens of Country Music by Patty Irwin. As the sun starts to fade, some of the region's favorite bands take over – Only on Weekends, Brian Quirk, and The Forest View Movement.

Free parking is available at Freedom Park and surrounding areas. In addition, shuttle buses will run from the Sharps Run Plaza parking lot on Route 70 and Medford Village.

**Medford Oktoberfest and Music Festival is sponsored by:**

- Medford Business Association, *Event Organizer*
- Shop Rite of Medford, *Presenting Sponsor*
- True Value Hardware & Rental Medford, *Equipment Sponsor*
- Taunton Forge Liquors, *Beer Garden Sponsor*
- Cornerstone PEO, *Main Stage Sponsor*
- Archer Law, *Gazebo Stage Sponsor*
- Floor Coverings International, *Beer Koozie Sponsor*
- Medford Fitness, *Food Court Sponsor*
- TD Bank, *Program Sponsor*
- King's Road Brewing Company, *Steinholding Competition Sponsor*
- Lower Forge Brewery, *Traditional German Outfit Contest Sponsor*
- Magnify Brewing Company, *Bratwurst Eating Contest Sponsor*

For more information, go to [www.medfordbusiness.org](http://www.medfordbusiness.org) or [www.medfordoktoberfest.com](http://www.medfordoktoberfest.com)