



Jaxtoberfest
October 11 & 12, 2013

event concept



[concept

Jaxtoberfest presented by PRI Productions and Jacksonville's BUZZ Magazine will bring together the best of Bavaria – from beer and brats to chicken dances and polkas. This brew-centric fall celebration promises plenty of beer, hearty German cuisine, a variety of entertainment on multiple stages, and family-friendly fun for all ages. You don't have to be of German heritage to enjoy!

[location

The event will be hosted in the Shipyard property, along the St. John's River in the heart of downtown Jacksonville.

[event highlights

entertainment

Two stages of entertainment will feature local and national performers along with a variety of traditional German music and dance. These lively stages will be featured on Bragan Field at the Baseball Grounds of Jacksonville and outside the Veterans Memorial Arena on A. Phillip Randolph Blvd.

keg tapping ceremony

Jaxtoberfest will honor a Bavarian Tradition of 'tapping the keg' to mark the opening of the festival each day. Join local celebrities at the main stage for the official kickoff to the daily celebrations.

food & brew

Enjoy a bit of Germany... Jaxtoberfest style! A variety of vendors will offer authentic mouthwatering German foods for everyone to enjoy. For the kids (or kid in you), we will also have a large variety of festival staples available--everything from pizza, to french-fries, corn dogs, gyros and funnel cakes.

Of course, the feast would not be complete without an ice cold gulp of German beer! We will feature multiple taps of tasty brews, wine and soda from multiple beverage stations throughout the festival.

kinderfest

KinderFest is a family-friendly area that will welcome fans of all ages. For the young (and young at heart) this area will be filled with magic and children's shows, face and pumpkin painting, fun inflatables, and more family friendly fun activities and games.



[the games of Jaxtoberfest

Jaxtoberfest will feature plenty of beer along with a variety of exciting games and competitions. Over 10 games await competitors including: Brat Eating Competition, Stein Holding, Beer Barrel Race, The Safe Slam drinking contest, Corn Hole and more. There are individual games along with team competitions of various sizes. Registration and schedule information to be provided.

[Jaxtoberfest 5K beer run

Join us Saturday, October 12, 2013 for the Jaxtoberfest 5K Beer Run, a German-themed road race through the heart downtown Jacksonville, followed by a Brew-HA-Ha of a celebration! Unleash your inner-Bavarian and get in the spirit! Run the race in your lederhosen or dirndls and you could win a great prize in our post-race German costume contest!

All levels of runners and walkers are encouraged to participate, including those in the beer belly division. Registration includes a Jaxtoberfest race shirt, souvenir race bib and of course BEER at the post-race celebration.

Jaxtoberfest 5K Beer Run will provide additional Jaxtoberfest "oomp-pah-pah" and proceeds to benefit local charities.

[tentative event schedule

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|----------|-----------------|--|
| 10.11.13 | 6p.m. – 11p.m. | Event Hours Keg Tapping Ceremony Food & Brew Live Entertainment |
| 10.12.13 | 9a.m. | 5K Beer Run |
| | 11a.m. – 11p.m. | *Post Race Celebration at conclusion of race Event Hours Keg Tapping Ceremony Food & Brew Live Entertainment |
| | Noon – 3p.m. | KinderFest Area(11a.m. – 6p.m.) The Games of Jaxtoberfest |



Jaxtoberfest Site Map

Jacksonville Shipyard Property

Main Stage

Stage

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F/B

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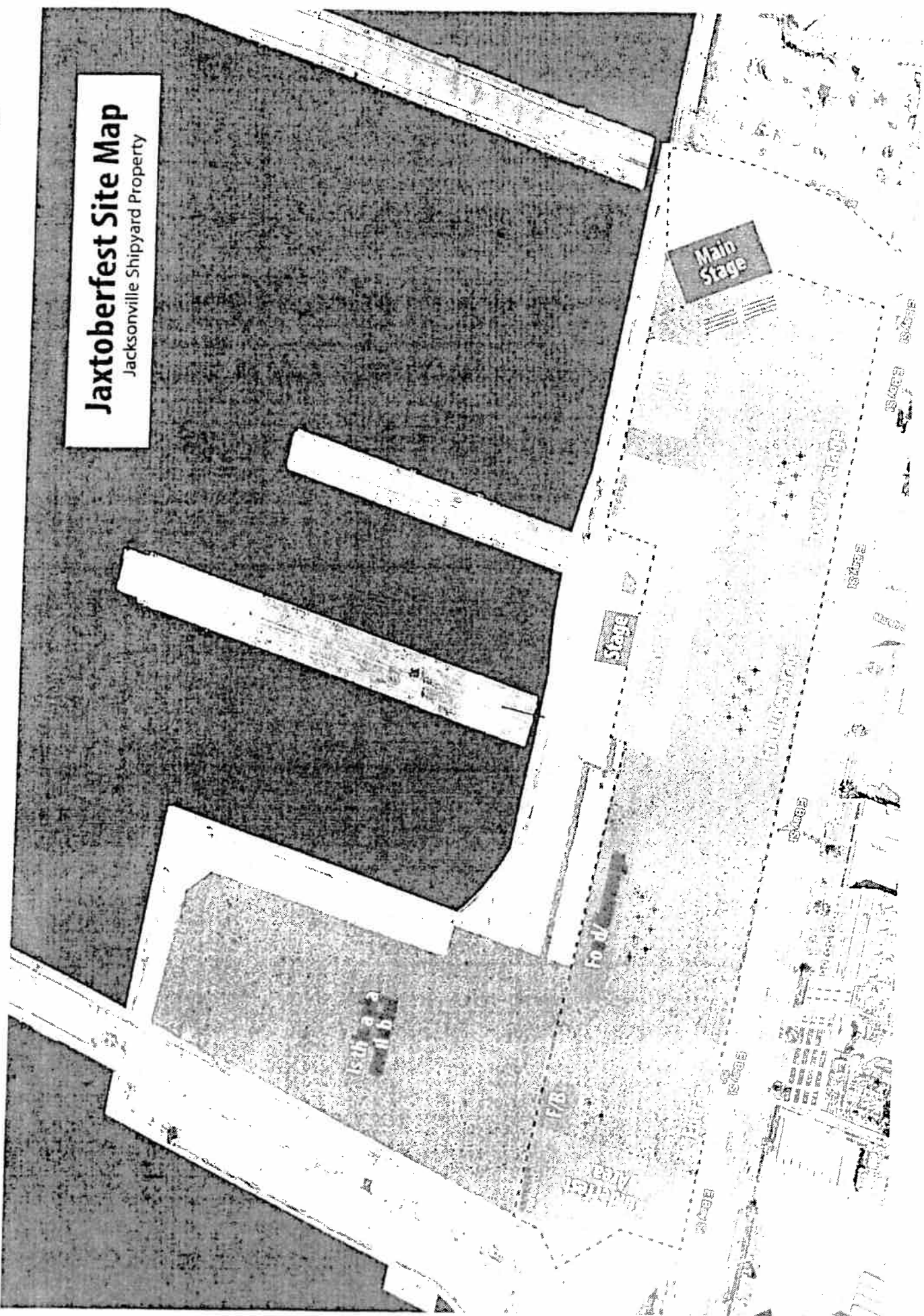
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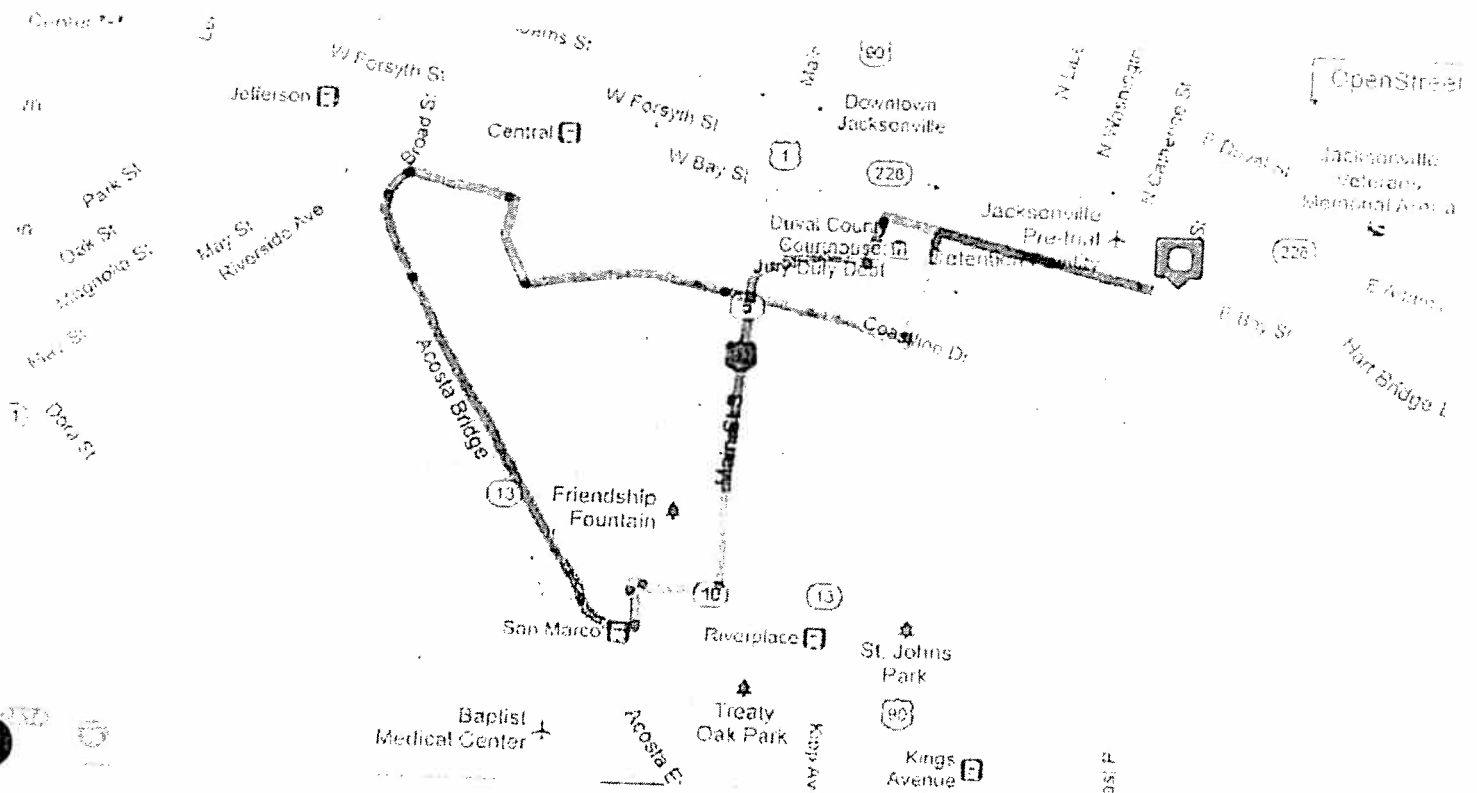
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Jaxtoberfest 5K
Saturday, October 12, 2013
8:30AM



Race Route:

- Start at Bay Street near Marsh Street.
- West on E. Bay Street to N. Liberty Street
- South on Newnan Street to Independent Dr.
- Right on E Independent Dr.
- Enter Main Street Bridge using exit ramp
- Cross Main Street Bridge to Southbank and exit onto Riverplace Blvd.
- Left on Riverplace Blvd. to traffic circle.
- Round traffic circle to head South on San Marco Blvd.
- San Marco Blvd. to Mary Street.
- Right onto Mary Street to the Acosta Bridge.
- Exit Acosta Bridge onto Water Street.
- East on Water Street to Pearl Street.
- South on Pearl Street to the riverwalk.
- Follow the riverwalk past the landing/Hyatt to Market Street.
- North on Market Street to Bay Street.
- East on Bay Street, finish near Marsh Street

