



FOR IMMEDIATE RELEASE

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**THE BREWER'S ASSOCIATION OF MARYLAND ELECTS MOOREA MARKETING
TO PROMOTE THE 2003 MARYLAND BREWER'S OKTOBERFEST**

Baltimore, MD – April 1, 2003 - The Brewer's Association of Maryland (BAM), a local organization promoting Maryland brewed beers, has once again chosen Moorea Marketing to manage and promote their Maryland Brewer's Oktoberfest on October 18, 2003 at the Maryland State Fairgrounds. Moorea Marketing, a Towson-based event marketing firm, organized and promoted the 1st annual Oktoberfest in 2002, which proved to be a huge success for the association.

The 2002 Oktoberfest featured a beer garden which included twelve Maryland breweries, live performances from local and German bands, traditional dancing, German delicacies and artists. The first Maryland Brewer's Oktoberfest attracted over 4,000 in attendance and poured over 25,000 beers. The association and Moorea Marketing look forward to exceeding those numbers at this year's event.

Ticket price is \$15 and includes admission to the event, all performances, six beer tickets and a souvenir stein. Members of the press will be admitted at no charge, but must arrange proper credentials with Alicia Adams by calling 410-769-8223 ext 101. For more information or to purchase tickets in advance, please visit one of the participating breweries, call 800-830-3976 ext 103 or visit www.mdoktoberfest.com. If you are a German organization, food vendor or crafter and are interested in participating, please call 410-769-8223 x105.

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