

61st Annual German-American Steuben Parade of NYC

Saturday, September 15, 2018

PRESS KIT

The Parade: German-American Steuben Parade, NYC

Parade's Date: Saturday, September 15, 2018 starting at 12:00 noon

Parade Route: 68th Street & Fifth Avenue to 86th Street & Fifth Avenue.

General Chairman: Mr. Robert Radske

Contacts: Email: Press@germanparadenyc.org
Phone: Sonia Juran Kulesza 347.495.2595

Grand Marshals: This year we are honored to have Mr. Peter Beyer, Member of the German Bundestag and Coordinator of Transatlantic Cooperation, and Mr. Helmut Jahn, renowned Architect, as our Grand Marshals. Both Mr. Beyer and Mr. Jahn are born in Germany, in Ratingen, North Rhine-Westphalia and Nuremberg, Bavaria respectively.

Prior Grand Marshals: Some notable recent Grand Marshals have included: 6th generation member of the Flying Wallendas family - **Nik Wallenda**; Former Nobel Peace Prize recipient and United States National Security Advisor and Secretary of State of State under President Richard Nixon - **Dr. Henry Kissinger**; Long Island's own actress, writer and supermodel - **Ms. Carol Alt**; beloved NY Yankees owner - **Mr. George Steinbrenner**; Sex Therapist and media personality - **Dr. Ruth Westheimer**; CNBC Correspondent - **Contessa Brewer**.

Parade Sponsors: The Official Sponsors of the 61st Annual German-American Steuben Parade are the **Max Kade Foundation, New York Turner Verein, The Cannstatter Foundation, The German Society of the City of New York, Dieter Pfisterer, Rossbach International, Wirsching Enterprise, Niche Import Company and Merican Reisen.**

Participants: The Committee will welcome **over 300 participating groups** from NY, NJ, CA, CT, IL, MA, MD, PA, TX and WI. **In addition, 24 groups from Germany, Austria and Switzerland** will attend this year's Parade, totaling well over 2,000 marchers! Plus, **19 Floats will ride up Fifth Avenue in NYC.** The Parade will lead off with the Bundeswehr Heeresmussikorps, from Koblenz, Germany.

Parade Name: The Parade is named after General (Baron) Friedrich Wilhelm von Steuben of the Prussian Army in Germany, who was invited by Benjamin Franklin in 1777 to join General George Washington in training what eventually became the Continental Army during the Revolutionary War. He also wrote the book entitled "Regulations for the Order and Discipline of the Troops of the United States", partly still used to this day! After winning the Revolutionary War, General von Steuben settled in NY, where he became a citizen and lived until he passed away in the early 1800's. The "Steuben Parade", as it is more commonly

known, honors all German-Americans who have contributed so much to the makeup of America. Names such as August Roebling—builder of the Brooklyn Bridge, Levi Strauss—blue jeans, Heinrich Steinway—fine pianos, Lou Gehrig & Babe Ruth—baseball legends, Henry Kissinger—former Secretary of State and Nobel Peace Prize Recipient, Dwight D. Eisenhower—President of the United States, are all German-Americans and Patriots whose contributions to our country and to the world have been immense!!

Parade Church Service: 9:00 am at St. Patrick's Cathedral, (50th Street and Fifth Avenue)

The Celebrant is Reverend Bishop John O'Hara.

Oktoberfest / Central Park: Every year, a giant tent is built in Central Park and East 72nd Street, and a giant Oktoberfest-like party celebrates the Steuben Parade. The vast majority of the marchers from both America and overseas will gather at this after-parade-party, which is also open to the general public. Oktoberfest gates open at 2:00 pm as the Parade draws to a close. Traditionally, between 3,500 and 6,000 people attend this Oktoberfest every year. All proceeds are used to fund the Parade year after year. Various local and overseas bands will perform throughout the afternoon. There will be plenty of Bavarian Beer and “wurst” for sale. There will be a traditional tapping of the Oktoberfest beer, from a wooden keg flown in from Munich’s own Hofbrauhaus, courtesy of Hofbrau Muenchen.

In addition, the 10th Annual “National Masskrugstemmen (stein holding) Championship” will be held on Central Park’s Oktoberfest stage. Thirteen competitors from all over the United States will go head to head in a “strong-arm competition” for the right to be crowned the US National Champion. The winner receives a one week trip to Munich, Germany! This year features competitors from Las Vegas-NV, Pittsburgh-PA, Milwaukee - WI, Chicago - IL, Frankenmuth-MI, Plano-TX, Panama City-FL, Cleveland - OH, Seattle - WA, as well as NYC, Long Island and NJ among them.

More Information: Please email Press@germanparadenyc.org

Full Press Kit: For General information, information on Miss German-America and Her Court, information on German-American Friendship Month, or high-quality resolution photos from previous parades that may be used free of charge, can be found by logging onto our website at: www.germanparadenyc.org or email Press@germanparadenyc.org

Press Passes: For Press Passes/Credentials - applications are available upon request by writing to Sonia Juran Kulesza at soniak508@aol.com or by calling Sonia Juran Kulesza at 347.495.2595.

THE GERMAN - AMERICAN STEUBEN PARADE

Each year, on the third Saturday of September, The German-American Steuben Parade is held on Manhattan's famous Fifth Avenue. The Parade is sponsored by the German-American Committee of Greater New York, Inc., and is organized by the German-American Steuben Parade Committee in a concerted effort between many German-American Organizations.

The Aim and Purpose of The Parade

The aim and purpose of the Parade is to provide Americans, including the nation's statesmen, with a visual of the great role played by Germanic immigrants in the development of the United States. The Parade instills in all Americans with roots from German speaking countries a deep-rooted sense of pride and accomplishment.

The most recent census reveals that one in four Americans is of Germanic decent. Some famous German-Americans include: Peter Zenger, Father of the Freedom of the Press; Albert Einstein, Scientist; John Roebling, Builder of the Brooklyn Bridge; Werner von Braun, America's First Space Pioneer!

The First Parade

Leaders in the German-American community were aware that many immigrant groups in the Metropolitan area expressed their pride and heritage with an annual parade. The first ever German-American Steuben Parade was held in 1957 in the predominantly German-American neighborhood of Ridgewood, Queens. The enthusiasm was so overwhelming that on September 20, 1958, just one year later, the Parade was moved from Myrtle Avenue to its current location on Fifth Avenue in Manhattan.

The first New York City Parade lasted two hours, and included floats, bands, and marchers from the local community. Today's Parade has gone international by consistently including over twenty groups from overseas flying to New York exclusively to attend the Parade! Marchers from all over the country, as well as civic leaders, singers, dancers and social organizations, enthusiastically participate each year!

For over 30 years the Parade was called The Steuben Parade, named after General Fredrick Wilhelm von Steuben, a patriot of the American Revolutionary War, who next to George Washington was instrumental in achieving victory for the Continental Army.

In General von Steuben's honor on September 17th, the Parade is usually held on the third Saturday of the month of September. For the thirty-fourth annual Parade, the name was changed to "The German-American Steuben Parade" in order to identify it more closely with the German-American Community.

The Parade Organization & Financing

The continued success of the Parade is due to the dedication and commitment of the many private citizens and affiliated organizations that make up the German-American Community in the tri-state area. Participants include: civic, religious, charitable, social and cultural groups such as singing societies, sports clubs, fraternal orders, trade unions, folklore and dance groups. In addition, many groups and bands from German speaking countries, with thousands of visitors, are attracted to the New York Parade to promote the spirit of German-American friendship.

The Parade, one of the largest in the New York area, is financed entirely by the German-American community through personal donations, corporate contributions, the sale and distribution of Cornflowers and receipts from journals and social functions. The Parade Committee is a Non-Profit Organization and all monies donated are tax deductible and solely used to finance the staging of the Parade.

THE PARADE FLAGS

The Parade is symbolized by the National Flags of the United States of America and the Federal Republic of Germany, and the official “German-American Steuben Parade Flag.”

The American Flag: Once flew over the Capitol Building in Washington D.C., and was a gift from President Dwight D. Eisenhower. It was presented to the first Parade Committee by then Congressman Albert H. Bosch.

The German Flag: A gift from President Theodore Heuss of the Federal Republic of Germany. It was presented by Dr. Adolph Reiffeisheidt, Consul General of the German Embassy in N.Y.

The Steuben Parade Flag: Was designed by Gary Paul Grahl, and depicts von Steuben and the Cornflower.

THE CORNFLOWER

The Cornflower, the floral emblem of the German-American Steuben Parade, has been accepted as an ethnic symbol of the German-American Community. The idea of such an association goes back before the inception of the Parade. The simple flower is found in the grain fields throughout central Europe, mingled with the ripening grain, side by side with the red poppy, and brightens the country-side everywhere throughout the summer. The beauty of this pure blue flower symbolizes the truth, loyalty and devotion that German-Americans hold for their American homeland. This shade of blue is also represented in our own American Flag, the Star Spangled Banner.

GENERAL / BARON FRIEDRICH WILHELM VON STEUBEN

*“His Services Were Indispensable For The Achievement of American Independence.”
George Washington, December 23, 1784*

General Friedrich Wilhelm von Steuben, an American Revolutionary Patriot, was born September 17, 1730 in Magdeburg, Germany, and came to America in 1777 at the invitation of Benjamin Franklin. He volunteered his services at a time when the new nation was fighting for freedom and its very existence.

When General von Steuben reached Washington’s winter quarters and refuge at Valley Forge, February 23, 1778, he found demoralized troops plagued by hunger and the wintry cold. Within a few months, von Steuben transformed the ragged recruits into a disciplined force, capable of effective maneuvering and skilled fighting. The value of General von Steuben’s intensive training and personal leadership was evident at the Battle of Monmouth, New Jersey, and proved to be the turning point of the war.

On May 5, 1778, von Steuben was appointed Inspector General in the US Army, with the rank of Major General. Following the Revolutionary War, he devoted his energies to promoting the idea of creating a national defense by designing plans for a military academy at West Point, to secure and strengthen the American democracy.

Von Steuben was named “Honorary Citizen of The City of New York,” and he is but one of the many immigrants, and their descendants, who continue to offer a wide range of contributions in all areas of life that makes America what it is today! Each September, The German-American Steuben Parade is held to honor this great man!

PRESS RELEASE

MR. PETER BEYER, MEMBER of the GERMAN BUNDESTAG, and MR. HELMUT JAHN, CEO of JAHN ARCHITECTS, NAMED GRAND MARSHALS OF THE 61ST ANNUAL GERMAN-AMERICAN STEUBEN PARADE OF NYC!

Contact: Press@germanparadenyc.org

For Release: Immediately

The German-American Steuben Parade Committee of NY is proud to announce that Mr. Peter Beyer, Member of the German Bundestag, and Mr. Helmut Jahn, CEO of JAHN Architects, have been named Grand Marshals of the 61st Annual German-American Steuben Parade!

Mr. Peter Beyer, Member of the German Bundestag, was born in Ratingen, North Rhine-Westphalia, Germany on December 25, 1970.

After finishing his higher education entrance qualification in 1991, he completed his military service in Wuppertal. Beyer then studied law at the universities of Dusseldorf and Bonn. In 1999, he graduated from university and was admitted to the bar.

Beyer began his legal career as an associate attorney for the US-headquartered firm on Mayer, Brown & Platt (now Mayer Brown). He also worked with Brinks, Hofer, Gilson & Lione in Chicago, and Murchison & Cumming in Los Angeles.

In 2000, he enrolled in a postgraduate legal studies program at the University of Virginia School of Law and received a Master of Laws degree. Returning to Germany, Beyer practiced law at the BEYER Intellectual Property firm in Ratingen, where he became one of the country's first officially certified intellectual property specialists.

Beyer was elected in the general elections in 2009, 2013 and 2017 to represent the citizens of Heilingenhaus, Ratingen, Velbert and Wulfrath.

A committed Atlanticist for many years, Beyer stands out among Members of the German Bundestag and his party as one of the most committed advocates of a strong transatlantic relationship with the US and Canada. He serves as parliamentary Special Rapporteur on Transatlantic Relations in the Committee on Foreign Affairs. He is an active member of Atlantic-Brucke, the Aspen Institute and United Europe. Beyer is also Executive Vice-President of the Southeast Europe Association.

In April 2018, Beyer was appointed Coordinator of Transatlantic Cooperation.

Mr. Helmut Jahn was born in Nuremberg, Bavaria, Germany in 1940.

Helmut Jahn has earned a reputation on the cutting edge of progressive architecture. His buildings have had a "staggering" influence on architecture according to John Zukowsky, Curator of Architecture at the Art Institute of Chicago. JAHN's buildings have received numerous design awards and have been represented in architectural exhibitions around the world.

Jahn graduated from the Technische Hochschule in Munich. He came to the United States for graduate studies in architecture at the Illinois Institute of Technology. After attending IIT, he worked at C. F. Murphy Associates as a Project Architect under Gene Summers, designing the new McCormick Place. In 1976, his first major high-rise building in Chicago, Xerox Centre, received great critical acclaim.

Today, as Chief Executive Officer of JAHN, he has been called Chicago's premiere architect who has dramatically changed the face of Chicago. His national and international reputation has led to commissions across the United States, Europe, Africa and Asia. He is committed to design excellence and the improvement of the urban environment. His projects have been recognized globally for design innovation, vitality and integrity. With numerous publications on his work, the excitement his work has generated in the public eye as well as professional journals and press is clear.

The American Institute of Architects has declared, "Helmut Jahn is one of the ten most influential living American architects. Additionally, the United Airlines Terminal One Complex at O'Hare International Airport and the State of Illinois Center have been ranked as two of the best ten works of American architecture completed since 1980" and awarded him a Lifetime Achievement Award in 2012.

Jahn's professional activities are highlighted by numerous lectures and juries for various universities, professional societies and civic and commercial groups. He is a Fellow in the American Institute of Architects in which his work has received seven American Institute of Architects National Honor Awards, and more than 60 Distinguished Building Awards from the local chapters of the American Institute of Architects. Included with other awards are, an Owens-Corning Fiberglass Energy Conservation Award, the Arnold W. Brunner Memorial Prize from the American Academy and Institute of Arts and Letters, the Reliance Development Group, Inc. and R. S. Reynolds Memorial for Distinguished Architecture.

Jahn's work has been included in exhibits worldwide since 1980, including the Venice Biennale, Italy, Verona, Italy, Tokyo, Paris, Argentina and the Deutsches Architekturmuseum in Frankfurt, Germany. He has taught at the University of Illinois Chicago Campus, was the Elliot Noyes Professor of Architectural Design at Harvard University and the Davenport Visiting Professor of Architectural Design at Yale University, and Thesis Professor at Illinois Institute of Technology.

The German-American Steuben Parade is held every year on the third Saturday of September. This year, the Parade will be held on Saturday, September 15th, 2018 on Manhattan's Fifth Avenue, from 68th to 86th Streets. The Parade honors the many contributions of America's largest ethnic group: German-Americans.

Comments from previous **Grand Marshals**:

Contessa Brewer, CNBC Correspondent – "Participating in the German-American Steuben Parade as a Grand Marshal has been one of the highlights of my time in New York. It was such an honor and a pleasure to join in the celebration of all the ways German immigrants have contributed to the success of the United States and all the ways we enjoy the influence of German culture."

John Muller, Emmy Award-winning journalist and anchor of PIX11 News – "What an honor! My great grandfather must have been smiling from above. He left Germany as a tailor for the Prussian Army, before that he was a simple shepherd. Here I am...Grand Marshal! Marching up Fifth Avenue!

Dr. Ruth Westheimer, Journalist, Television Personality and Talk Show Host – “Congratulations to a wonderful organization I have been very pleased to be associated with. Alles Gute!”

For more information on the German-American Steuben Parade of NY, log on to our website at www.germanparadenyc.org or at www.steubenparade.com

**61st Annual German-American Steuben Parade of NY
Announces
MISS GERMAN-AMERICA 2018 AND HER COURT**

Contact: Press@germanparadenyc.org

For Release: Immediately

The German-American Steuben Parade Committee of NYC is proud to announce the selection of the new Miss German-America & Her Court 2018! **Pavlina Schriel**, a 23-year-old resident of Norwalk, CT, is Miss German-America 2018! Miss Schriel is a 2016 graduate of New York University in Manhattan and currently a music teacher at Brookside Elementary School in Norwalk, CT. On September 15th, 2018, she will ride the German-American Steuben Parade's "Queen's Float" on Fifth Avenue along with Princesses **Sean Tomlinson** of Clarks Summit, PA and **Kirsten Rischert-Garcia** of New York, NY. Miss Tomlinson is a double major of German and Sociology/Anthropology at Fairfield University, Class of 2019. Miss Rischert-Garcia is a Masters student at Yale University, Yale Divinity School, Class of 2020. All three accomplished young ladies are extraordinary representatives of the rich German-American heritage and culture of the tri-state area.

The crowning took place in a ceremony held at Reichenbach Hall in Manhattan on May 20th, 2018. A packed house witnessed a pageant with personal introductions by each contestant followed by a question and answer session focused on German identity. Each contestant was initially interviewed by a panel of 5 judges. After the judges cast the initial vote, each contestant was then introduced to the audience, who also had an opportunity to cast a vote for the Queen! Miss German-America 2018 receives a \$5,000 scholarship, her princesses each receive a \$2,500 scholarship.

In addition to crowning Miss German-America 2018, a Junior General and 2 Junior Princesses were introduced: William Castle of New York, NY is Junior General von Steuben. Katherine Johanna Husveth-Larsen of Summit, NJ and Amelia-Elsa Schweizer, of Norwalk, CT are the Junior Princesses.

Over 120 guests were in attendance, including the Parade's General Chairman Robert Radske, numerous Committee members, and various Club Presidents and Representatives from throughout the German-American community in the tri-state area.

Newly crowned Miss German-America 2018 Pavlina Schriel remarked "I am honored to be chosen as the Queen of the German-American Steuben Parade. I am looking forward to a wonderful year of further exploring my heritage and representing the German-American community".

Departing 2017 Queen Caitlyn Walsh commented “My experience as Miss German-America has made me fall in love with my German culture and family history all over again.”

For more information on the German-American Steuben Parade, taking place on September 15th, 2018, visit our website: www.germanparadenyc.org

GROUPS FROM OVERSEAS ATTENDING THE PARADE
Club Name and State, City or Country Of Origin

There will be twenty-four groups from overseas marching in the 2018 61st Anniversary German-American Steuben Parade, including twenty-three groups from Germany, and one group from Switzerland. Below is a list of said groups, and either the City/State/Province they represent:

<u>Club Name</u>	<u>State, Country</u>
Bueger-Schuetzen-Verein Schloss Neuhaus St. Henricus-Bruderschaft	Paderborn, Germany
Buerger-Schuetzenverein Werne e.V. von 1653	Werne, Germany
Cochemer Buergerwehr 1848 e.V.	Faid, Germany
Dinkelsbuehler Knabenkapelle	Dinkelsbuehl, Germany
Feuerwehr Freunde NYC	Wietmarschen, Germany
Guggenmusik Kookaburra	Nuerensdorf, Switzerland
Jugendblasorchester Berndorf e.V.	Berndorf, Germany
Karnevals-gesellschaft UHU von 1924 e.V.	Koeln, Germany
KG Bergerheimer Torwache e.V. 1977	Bergheim, Germany
Musikverein Schienen e.V. 1901	Oehningen, Germany
Musikzug Oldendorf e.V.	Mehlbek, Germany
Neusser Grenadierkorps von 1823	Neuss, Germany
Schuelerblasorchester St. Ottilien	St. Ottilien, Germany
Schuetzenspielmanszug Neermoor	Moormerland, Germany
Schuetzenverein Esbeck e.V.	Lippstadt, Germany
Schuetzenverein (Holstaat 2013) Bad Lippspringe	Bad Lippspringe, Germany
Shanty Chor Oldenburg	Oldenburg, Germany
Spielmannszug Feuerwehr Paderborn	Paderborn, Germany
Sportschuetzenverein Rauenberg 1957 e.V.	Rauenberg, Germany
Stratmann Deutsche-Amerikanische Fuerwehr Freunde	Bocholt, Germany
Suedlicher Schuetzenbund Lippstadt e.V.	Lippstadt, Germany
Tanz und Reitergarde, Goch, 1982	Goch, Germany
Trachtenboellergruppe des Schuetzenvereins Elsava 1908 Eschau e.V.	Eschau, Germany
Wilhelm-Tell Kompanie Ratingen	Ratingen, Germany

The German-American Steuben Parade of NYC Floats Line-Up for the 2018 Parade

The following is a list of the 19 floats that will participate in the 61st German-American Steuben Parade of NYC. Sponsors are also listed.

1. **President's Float (General von Steuben & George Washington)** - Steuben Society of America
2. **Miss German-American & Her Court** - Friends of the Steuben Parade
3. **Weinbauer** - Weinbauer
4. **75th Anniversary of the Berlin Airlift** - German Information Center USA
5. **Hofbrau Bier** - S&H Brands
6. **Wir Lernen Deutsch** - German-American Steuben Parade Committee of NJ
7. **Oktoberfest** - Niche Import Company
8. **Bierhaus** - Bierhaus
9. **German Wines**- Consulate General of Germany
10. **Home of the Boot** - Heidelberg
11. **Faith, Hope and Charity** - German Masonic Charitable Foundation
12. **German-American School of NY** - Lya Friedrich
13. **Little Miss Schuetzen** - Friends of Schuetzen
14. **Miss Plattduetsch & Her Court** - Plattduetsch Park Restaurant
15. **Plattduetsche Retirement Home & Gazebo** - Plattduetsch Retirement Home
16. **Koelsche Funke NY** - "Agrippina Colonia" - Forest Pork Store
17. **Bridging Cultures/German School of Connecticut** - German School Connecticut
18. **American Turners** - International Gymnastics
19. **Reichenbach Hall/Spaten** - Spaten

The German-American Steuben Parade of NYC Is Proud To Announce OKTOBERFEST IN CENTAL PARK

Date: Saturday, September 15, 2018
Time: 1:30 pm to 7:00 pm
Location: Central Park's Summer Stage Grounds; enter on E. 72nd & Fifth Avenue, NYC
Admission: For ticket information visit www.germanparadenyc.org

The greatest Oktoberfest in New York is held yearly in Central Park!!

This event features 24 groups from Germany and Austria that will be in town from their respective countries to march in the 61st Annual German-American Steuben Parade, held earlier in the day. Each band in attendance will perform during this awesome display of German culture in NYC! Local entertainment will also be on hand, including Heimat Klaenge from Philadelphia, PA, and The Polka Brothers from New York, NY. Both bands will entertain on the Main Stage.

This event is the major fundraiser for the German-American Steuben Parade and attracts well over 5,000 attendees each year. It features four giant trucks loaded with fresh imported German beer, as well as Rhine wines and spirits, traditional food including wurst and herring, and lots and lots of Oompah and Gemuetlichkeit!

Our Grand Marshals will be tapping a ceremonial wooden beer keg, which is flown to NY for the festivities directly from the site of the original Oktoberfest in Munich, Germany: the Hofbrauhaus!

In addition, don't miss the tenth Annual National "Masskrugstemmen" (stein holding) Championship ... a display of strength and endurance, featuring contestants from all over the United States, flown to New York City in order to compete for the first prize: an all-expense paid trip to Munich, Germany, courtesy of Hofbrauhaus Muenchen and the German-American Steuben Parade of NY!

2018 National Masskrugstemmen Championship Central Park, NY September 15, 2018

Sponsors: Hofbrau Muenchen and the German - American Steuben Parade of NYC

Twenty competitors from locations all around the country, including five from the NY area, will compete for the title of National Champion of Stein Holding! The winner will receive a trip for two to Munich Germany and a private dinner at the Hofbrauhaus of Munich - the world's most famous beer hall!

The National Championship will be held on Saturday, September 15th, 2018 in Central Park during the Oktoberfest in Central Park.