

# 64th German-American Steuben Parade of NYC

Saturday, September 18, 2021

## PRESS KIT

**The Parade:** 64<sup>th</sup> German-American Steuben Parade, NYC

**Parade's Date:** Saturday, September 18, 2021, starting at 12:00 noon

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

**General Chairman:** Mr. Robert Radske

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**Grand Marshal:** This year we are honored to have German Consul General David Gill, as Grand Marshal of our Parade. Mr. Gill was assigned to the position, located in New York City, in August of 2017.

**Prior Grand Marshals:** Some notable recent Grand Marshals have included: 6<sup>th</sup> 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 German-American Steuben Parade are: **Gerolsteiner Brunnen GmbH & Co., Max Kade Foundation, New York Turner Verein, The Cannstatter Foundation, The German Society of the City of New York, European Deli, Rossbach International, Fritz Reuter Altenheim, Hofbrau Munich, and Spaten** among others.

**Participants:** The Steuben Parade Committee will welcome **participant groups from NY, NJ, CT, PA and VA.** Due to COVID-19 travel restrictions, the Groups from Overseas (Germany, Austria, Switzerland, Brazil, etc.) will not be participating this year. However, **11 colorfully decorated Floats will ride up NYC's Fifth Avenue** including:

- The American Turners
- The Consulate General of the Federal Republic of Germany
- The German Masonic Charitable Foundation
- The German-American Steuben Committee NJ
- German School Connecticut
- Plattdeutsche Retirement Home
- Plattdeutsche Volksfest Vereen of NY & NJ
- The Steuben Society of America

**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.**

**Oktoberfest / Central Park:** Due to COVID-19 restrictions, the Central Park Oktoberfest will not be held this year. In its place, the Steuben Parade Committee will share a list on their website and social media of local events at restaurants and clubs.

**More Information:** Please email [Press@germanparadenyc.org](mailto: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](http://www.germanparadenyc.org) or email [Press@germanparadenyc.org](mailto:Press@germanparadenyc.org)

**Press Passes:** For Press Passes/Credentials - applications are available upon request by writing to Sonia Juran Kulesza at [soniak508@aol.com](mailto: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!