



PRESS RELEASE

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OCCA Announces Oktoberfest, October 5

ONEONTA – Otsego County Conservation Association is hosting its first-ever Oktoberfest on Saturday, October 5, 2013, at the Joseph L. Popp, Jr. Butterfly Conservatory, 5802 Route 7, Oneonta.

Running from 11 a.m. to 4 p.m., OCCA Oktoberfest will celebrate OCCA's ongoing efforts to protect, preserve and enhance the region's natural resources. The event will feature exhibits and displays highlighting OCCA's programs on invasive species, water quality, land-use planning, solid waste and recycling, and more.

"This is an opportunity to raise awareness of OCCA and our mission," said Darla M. Youngs, OCCA's executive director. "It's also a great chance for families to come out and learn about us and our partner organizations, and to see the butterflies and birds at the Popp Butterfly Conservatory."

An important part of any Oktoberfest is food and music, and OCCA Oktoberfest is no exception. Featured entertainment for the day is Fritz's Polka Band, of Verona, NY. Inducted in 2010 into the Syracuse Area Music Awards Hall of Fame, Fritz's Polka Band plays a wide variety of music, from modern-style polkas to country, rock and even the blues. In their 34-year history, Fritz's Polka Band has recorded 17 albums and received numerous awards, and had two of their songs featured on the hit TV show *Breaking Bad*.

German-styled food will be served by Hot Rod's BBQ of Otego. Most recently at the Chenango County Blues Festival, Hot Rod's will be serving brats, sauerbraten, and other Oktoberfest foods. The day promises to be full of fun activities. Oneonta World of Learning will be on hand to provide Oktoberfest-themed activities for children, including a maypole dance, chestnut tossing, and Edelweiss hats. In addition, there will also be a just-for-fun yodeling contest and a Best Strudel competition.

Admission to OCCA Oktoberfest is free with paid admission to the Popp Butterfly Conservatory. Established in 2004, the Conservatory is a 3000-square-foot exhibit filled with tropical plants, butterflies, moths, birds and more. Entry is \$11 per adult, and \$9 for children age 11 and under, seniors 65 and up, and current college students with a valid college ID. Proceeds from admissions will benefit both OCCA and Popp Conservatory.

OCCA Oktoberfest sponsors to date include: Cooperstown/Otsego County Tourism, Ashley-Connor Realty, Community Bank NA, Geo. Powers Construction Inc., S. Tier French and The Patrick Family.

The full list of vendors and exhibitors will be available as the day approaches. For more information, contact Jeff O'Handley, interim program director, Otsego County Conservation Association, [\(607\) 282-4087](tel:6072824087). More information is available on OCCA's website, www.occainfo.org.

Otsego County's oldest environmental conservation membership group, OCCA is a private, non-profit organization dedicated to promoting the appreciation and sustainable use of Otsego County's natural resources through education, advocacy, resource management, research, and planning. For more information on OCCA, or to donate, visit www.occainfo.org