



PRESS RELEASE
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***Congratulations to
Christine Fay
Ms. Oktoberfest 2017***

Marking the 32nd Annual Oktoberfest, the Ms. Oktoberfest Pageant, held last Saturday, July 22nd, kicked off this year's Oktoberfest Season in Cape Coral. Christine Fay, 25, was chosen from among five contestants to reign as Miss Oktoberfest in 2017 at the German American Social Club of Cape Coral. Leiny Ruiz, who has been a GASC Funkenmariechen during Karneval Season for the past two years, is the first runner up.

Christine, who resides in North Fort Myers, has been a Florida resident for the past 14 years. She's dreamt of becoming Ms. Oktoberfest since she saw the German American Social Club float in the Edison Parade of Lights at age 15. Married to her best friend Lance, she holds a bachelor's degree in business and works as an office manager and third-generation owner of the Marine Trading Post, where she has been working her way up in the family business for the past 9 years. Her family is extremely important to her – she was in tears that her great-great aunt had ventured out to support her during the pageant and congratulate her on her win. In her spare time, Christine enjoys kayaking, boating, reading, music and painting. She has volunteered at the Naples Botanical Gardens and Keep Lee County Beautiful Monofilament Madness.

This year, the German American Social Club is proud to host the 32nd Annual Oktoberfest on Pine Island Road. The pageant kicks off the season at which VIPs, several former Ms. Oktoberfest, sponsors, members and the public all came together on Saturday to take part in semi-formal affair, wearing evening dress and enjoying a good German meal, accompanied by German dance music performed by Dan Witucki and the Heimatland Musikanten from Orlando. Teresa Kohl, who has lovingly arranged and organized the pageant for many years, greeted those in attendance and wished all of the potential winners luck. The five contestants, escorted by several male members of the club, were introduced one by one. Former Ms. Oktoberfest, Scarlett Conrad, graciously thanked the club for supporting her through her reign as Ms. Oktoberfest 2016, distributing thoughtfully composed Thank You notes to many of those, who had helped her throughout her year and promising to faithfully play her role as a past Ms. Oktoberfest and stand by this year's winner, Christine.

A panel of independent judges from the community, including Jeff Mulder, Director of Southwest Florida International Airport, Kurt Freiter of the United German American Society of Florida, Simone Behr, Lee County Convention Bureau and Ralph Brand, President of the German American Club of Naples.

Each contestant was introduced by Steve Eichner, long-time member of GASC, who has been the pageant's master of ceremonies for over a decade, asking each of them a single question pulled out of a box. The questions varied, from how the contestant would promote Oktoberfest to what she loves best about Southwest Florida, her favorite childhood memory or what she would do if she were to win the lottery! In a next round, all contestants were asked why they wanted to be Ms. Oktoberfest 2017. The finalist answered she was looking forward to an event that would allow her to play an active part in the community she loves.

In the end, the decision was very close, as the judges chose the 5' 4" Christine Dianne Fay as this year's winner of the pageant. As Ms. Oktoberfest 2017, her duties will consist of representing the German American Social Club and its Oktoberfest, including speaking on radio and TV and advertising for the Oktoberfest. She represents the club at opening ceremonies and parades not only during Oktoberfest, but also at local events and parades throughout the year.

This year, the event was sponsored by local businesses, such as ZAK's Jewelry and RSW Airport. Ms. Oktoberfest 2017 received a \$750 gift certificate from ZAK's Jewelry. Ernst Licht of Pennsylvania will, as in years past, provide Ms. Oktoberfest with a high-quality Dirndl, the traditional dress worn in Southern Germany, Austria and Switzerland at special festivals and events, particularly at the original Oktoberfest in Munich. Each of the five contestants received gifts as thanks for their participation.

In its 53rd year, led by its First Woman President in its history, Joyce Amann, the German American Social Club of Cape Coral is looking forward to another well-visited 32nd Oktoberfest will be held the last two weekends of October, October 20, 21, 22 and 27, 28 and 29th, on the grounds of the GASC property.

For questions, please contact:

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