**MAYOR BLOOMBERG ADRESSES THE GERMAN-AMERICAN STEUBEN PARADE COMMITTEE AND GRANTS GERMAN-AMERICAN FRIENDSHIP MONTH PROCLAMATION**

When: Wednesday, September 1, 2010 at 5:00 pm

Where : The Standard Berrgarten at the Standard Hotel; 848 Washington Street, NYC

Contact: Lenny Coyne, PR Committee Chairman, 53rd German-American Steuben Parade

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On Wednesday, September 1st, New York City’s Mayor, the Hon. Michael Bloomberg, will award the 53rd annual German-American Steuben Parade and Parade General Chairman Lars Halter with a Proclamation celebrating the Fourth Annual German-American Friendship Month to be celebrated throughout the entire month of September in NYC. The reception, attended mostly by the members of the Parade Committee, honored guests, Miss German–America, Grand Marshals and the many Parade sponsors will be held at The Standard Beer Garden, located at 848 Washington Street, (between Little W 12 St and 13th Street), New York, NY 10014.

“For the fourth year in a row we are celebrating German-American Friendship Month – and our cultural festivities are growing every year,” said Lars Halter.

Earlier that day, September 1st, the Parade Committee will launch this year’s Friendship Month by ringing the closing bell at the New York Stock Exchange on Broad and Wall Streets. There will be traditional Bavarian Dancers, and a 20 piece Oompah Band on hand for the closing ceremony. On that very night, the first activity of the month, the proclamation by the Mayor, will be taking place.

During his speech, the Mayor is expected to highlight the many contributions that German-Americans have made to NYC and the country at large! In addition, the Mayor will also welcome 20 or so groups from Germany and Austria, coming into town to march in the Parade. These groups generate millions of needed dollars for the City each year, spending on hotel stays, retail shopping, food consumption, and entertainment.

The Mayor is expected to arrive promptly at 5:00 pm and immediately address the crowd.

For more information, contact Lenny Coyne at 516-840-6157 or Lars Halter at 646-334-7717