



GERMAN-AMERICAN COMMITTEE OF GREATER NEW YORK

P.O. Box 3492 • Church Street Station
New York, NY 10008 • U.S.A.

Ph: +1-646-334-7717
www.GACGNY.org
info@GACGNY.org

For immediate release

PRESS RELEASE

“Dr. Ruth” to lead German-American Steuben Parade

The legendary Therapist and Author will be a Grand Marshal on Fifth Avenue

NEW YORK - German born sex therapist, author and media legend “Dr. Ruth” Westheimer will be a Grand Marshal in the upcoming German-American Steuben Parade on Fifth Avenue on September 25th, 2010. Every year, the German-American Committee of Greater New York honors one or more distinguished German-Americans with that title and has them lead the colorful parade up Fifth Avenue.

“We are excited to have Dr. Ruth as a Grand Marshal this year,” says Steuben Parade General Chairman Lars Halter. “Like many German immigrants before her, she is a true pioneer who has left her mark on American culture like few others. Through her enthusiastic work over many years, Dr. Ruth has become an icon of her time”. In nominating her for the position of Grand Marshal, the Committee took into account Dr. Westheimer's contributions to America but also her enduring love for her home land Germany, from which she had to flee during the Nazi era.

At age 11, Dr. Westheimer was sent to Switzerland to be spared a grim fate in Germany. She later moved to Israel, where she was trained as a sharp shooter for the Haganah, the Jewish freedom fighters. Dr. Westheimer moved on to Paris before immigrating to the United States in 1956. She earned a masters degree at Columbia University before launching her spectacular career that has spanned radio (“Sexually Speaking”), TV shows, books, regular newspaper columns, computer software and her own web site www.dr ruth.com.

Dr. Westheimer is looking forward to leading the Steuben Parade in September. She will be joined by another Grand Marshal, Dr. Michael Möller, the Managing Director of Staatliches Hofbräuhaus in Munich/Germany. Hofbräu is the fastest growing German beer on the US market, and the legendary Hofbräuhaus in Munich is known to tourists from all over the world as well as its own song, regularly heard at German-American bars and festivities. Dr. Möller has been at the helm of Staatliches Hofbräuhaus since 2000 and oversees the world famous brewery as well as other assets of the state owned company.

About the Steuben Parade

Now in its 53rd year, the German-American Steuben Parade will once again bring tens of thousands of spectators to Fifth Avenue to cheer for a variety of marchers from both, Germany and the United States. There are marching

Officers: Heinz Buck, President • Robert Hugel, Treasurer • Frederick H.W. Hansen, Secretary

Executive Manager: Lars Halter

Directors: Rosemarie Bartzick, Geraldine Brand, Lenny Coyne, Thomas Hacker, Eric Hoffmann, Peter Juergen Holle, Trude Klein, William Osanitsch, Joseph Pfeifer, Werner Puckhaber, Steve Purk, Michael J. Rabus, Randall Ratje, Jens Riedel, Herb Seeff, Waldemar Stoppacher, Claus Suhr, John Wellenreuther



GERMAN-AMERICAN COMMITTEE OF GREATER NEW YORK

P.O. Box 3492 • Church Street Station
New York, NY 10008 • U.S.A.

Ph: +1-646-334-7717
www.GACGNY.org
info@GACGNY.org

bands, music and dance groups, masked and costumed Karneval groups, folks in Tracht (the traditional, historic garb worn in many German regions), as well as school groups, marksmen and many others.

The Steuben Parade is generally known as one of the most colorful and diverse events of its kind, party thanks to its wonderful floats celebrating German traditions as well as the achievements of German immigrants throughout history. This year's Steuben Parade will pay tribute to children's book author, Dr. Seuss, as well as German-American Yankee legends "Babe" Ruth and Lou Gehrig. It will also remember the late Yankee owner George Steinbrenner, a proud German-American and former Grand Marshal of the parade.

About the Grand Marshals

Other Grand Marshals in recent years have included Dr. Henry Kissinger, Donald Trump, super model Carol Alt, NYSE CEO Duncan Niederauer, Congressman Michael McMahon and Col. Gail Halvorsen, the legendary "Candy Bomber" from the Berlin Airlift.

Oktoberfest in Central Park

The Steuben Parade traditionally ends with an Oktoberfest in the "Summer Stage" area of Central Park. This largest celebration of its kind will feature German beer and food as well as entertainment from Germany and the United States. Many of the groups from the Steuben Parade regularly perform in the Park.

Masskrugstemmen

The Oktoberfest will also stage the 2nd Annual US Championship in "Masskrugstemmen", a Bavarian strong man contest that has candidates hold a beer filled 1 liter mug with an outstretched arm for as long as possible. The finals in Central Park will feature contestants from all over the United States who have won regional Qualifying Tournaments. The "Masskrugstemmen" is presented by Hofbräu München, and the newly crowned champion will win a trip to Munich to visit the original Hofbräuhaus.

Information and Tickets

While the German-American Steuben Parade can be seen at no charge, tickets for the Grand Stand are available for \$12 at www.GermanParadeNYC.org/store, where tickets for Oktoberfest are also sold.

Press contact: Lenny Coyne, Ph: 516-840-6157 or lederhosenlen@yahoo.com.

Officers: Heinz Buck, President • Robert Hugel, Treasurer • Frederick H.W. Hansen, Secretary

Executive Manager: Lars Halter

Directors: Rosemarie Bartzick, Geraldine Brand, Lenny Coyne, Thomas Hacker, Eric Hoffmann, Peter Juergen Holle, Trude Klein, William Osanitsch, Joseph Pfeifer, Werner Puckhaber, Steve Purk, Michael J. Rabus, Randall Ratje, Jens Riedel, Herb Seeff, Waldemar Stoppacher, Claus Suhr, John Wellenreuther