

FOR IMMEDIATE RELEASE

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LAKELAND'S INAUGURAL OKTOBERFEST EVENT LAUNCHES THIS FALL

Lakeland residents will have a chance to celebrate Oktoberfest-style in Munn Park in downtown Lakeland on Saturday, September 22, 2018. The Suncoast Credit Union SwantoberFest is a time to unwind and make new friends, learn new customs and sing a few songs. Be there to help tap the inaugural keg at 5:00 PM on Saturday, September 22, as Lakeland's Suncoast Credit Union Swantoberfest kicks off!

The Lakeland Chamber is proud to announce Suncoast Credit Union as the title sponsor of Lakeland's only Oktoberfest-themed celebration! Like a traditional Oktoberfest, our event will offer sights, sounds, and tastes that are Bavarian-inspired.

"Oktoberfest is a chance for everyone to see what Lakeland has to offer," says Mary McDonald, community relations director for Suncoast Credit Union. "We are excited to help make this event a destination activity, and we are proud to be a part of this community."

The logo for the event is an original design by Stacy Tabb of Boondock Studios and reflects traditional Germanic art while capturing the magic of Lakeland and incorporating a vine of hops bearing clusters of flowers. Prints and t-shirts will soon be available for purchase at Boondock Studios at 811 N Florida Ave.

This community-wide event in Munn Park will be free to attend and feature a business expo as an opportunity for Chamber member-investors to engage directly with the community in a family-friendly setting. Activities include German-style competitions, treasure hunt, and live music by The Europa Band. VIP passes will be available for an extra-special experience, including a Child's VIP pass – think Root Beer Garden! To register as vendor-exhibitor at the event, please click [here](#).

ABOUT SUNCOAST CREDIT UNION

Suncoast Credit Union is the largest credit union in the state of Florida, the ninth largest in the United States based on membership, and the 12th largest in the United States based on its more than \$8.9 billion in assets. Chartered in 1934 as Hillsborough County Teachers Credit Union, Suncoast Credit Union currently operates 65 full-service branches and serves more than 750,000 members in the following Florida counties: Charlotte, Citrus, Collier, DeSoto, Dixie, Gilchrist, Glades, Hardee, Hendry, Hernando, Highlands, Hillsborough, Lee, Levy, Manatee, Marion, Pasco, Pinellas, Polk, Sarasota and Sumter. Since its founding in 1990, the Suncoast Credit Union Foundation has raised and donated more than \$22 million to organizations and initiatives that support the health, education and emotional well-being of children in the communities that the credit union serves. For more information, visit: suncoastcreditunion.com, [Facebook.com/SuncoastCreditUnion](https://www.facebook.com/SuncoastCreditUnion) or [@SuncoastCU](https://twitter.com/SuncoastCU).

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Title Sponsor: Suncoast Credit Union

Exclusive Marketing Sponsor: Boondock Studios

Autobahn Sponsor: Fields Motorcars

The Lakeland Chamber of Commerce

The Lakeland Chamber of Commerce represents 1,400-member businesses in the Lakeland area and provides opportunities for networking, professional development and advocacy for companies of all sizes. Five-star accredited by the US Chamber of Commerce, the Chamber upholds the following vision and mission statements: Vision Statement - The Lakeland Chamber of Commerce will be the premier catalyst for the advancement of Lakeland's economic growth and enhancement of quality of life—creating Florida's community of choice. Mission Statement - The Lakeland Chamber of Commerce is the leading organization dedicated to creating a climate where business can prosper.