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Saint Charles Oktoberfest Celebrates 35 Years *Announces New Presenting Sponsor*

St. Charles, Missouri, September 13, 2021 - The Saint Charles Oktoberfest is pleased to announce FastLane Convenience Stores as the Presenting Sponsor of the 35th Annual Oktoberfest. Held on the last weekend in September, the festival will return to Frontier Park in historic downtown St. Charles.

After last year's hiatus, the festival's return is expected to be the biggest Oktoberfest event in Missouri. FastLane will be its first presenting sponsor in its 35-year history.

FastLane Vice President, Mark Baker, stated, "As a sponsor of the event for the past several years, our relationship has been spectacular with the Oktoberfest. Our desire to support an event that does so much for the same community organizations that are important to us makes good business sense."

Dan Foust, Chairman of the Saint Charles Oktoberfest, indicated that he could think of no better partner for the event. "FastLane Convenience Stores has been a steadfast partner for us over the years, and they are the perfect match for our family-friendly event."

FastLane Convenience Stores has previously sponsored Oktoberfest's highly popular *Wiener Dog Derby*, and the relationship has grown over the years. FastLane is also an Oktoberfest retail partner, exclusively offering the popular Oktoberfest stein collectibles.

The 2021 Oktoberfest organizing committee has been making plans for the festival's return since December. "It's a process," quips Foust. "Our committee has an annual debate on everything from tent locations and entertainment lineups, to vendor locations. It's an annual tradition that ultimately results in a better festival."

Foust isn't just guessing. The annual event has become a staple in St. Charles, becoming the largest Oktoberfest in Missouri. The event has gone from a few thousand attendees a decade ago to over 100,000 guests in 2018 and has been voted the Best Festival in St. Charles by STLToday.com readers.

Foust attributes the growth of the event because of their emphasis to be more than just a beer fest. The festival has multiple activities integrated into the three-day outing that appeals to patrons of all ages. FastLane's Baker witnessed that firsthand.

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“We’ve been easing into the relationship for the past few years,” said Baker. When we first began working with them, I had no idea they were an all-volunteer organization. To pull off such a well-run event takes all hands on deck, and they’re a well-oiled machine, just like our stores.”

Foust said, “We looked at how we could make the event focused on families. We added a kid's area, the wiener dog derby, a contemporary music stage, and a games area for families. We even have an antique car show and a 5k and 10k run. The festival is made for everyone and our success is attributed to the volunteers and first-rate sponsors that make it happen,” said Foust.

Established in 1972 in St. Charles, Missouri, FastLane, a subsidiary of Warrenton Oil Company, is a growing family-owned and operated convenience store chain with more than 700 employees. The company operates 37 store locations throughout Central and Eastern Missouri. FastLane strives to have the cleanest restrooms, best prepared food, the newest product offerings (along with your old favorites) and modern amenities such as touchless restrooms, self-checkout, drive-thru ordering and the savings-loaded FastLane app. FastLane even has off-leash dog parks and dog washes for your furry friend. For more information visit www.woilco.com or on Facebook (www.facebook.com/FastLaneMO).

The Saint Charles Oktoberfest is an all-volunteer nonprofit organization with a mission to promote and celebrate German ancestry throughout the region. The Oktoberfest provides support to many organizations within the St. Charles community annually and is considered one of the largest family-friendly events in the Midwest. Additional information about the Saint Charles Oktoberfest and schedules can be found at saintcharlesoktoberfest.com

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