



# GERMAN AMERICAN EVENTS, LLC

**The Christkindlmarket Returns to Downtown Chicago, Wrigleyville and Milwaukee**  
Traditional German-style outdoor market will transform three Midwestern plazas into picturesque winter wonderlands this holiday season

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German American Events, LLC, is excited to announce the return of the popular outdoor Christkindlmarket to three locations in 2019: Daley Plaza in Downtown Chicago, Winterland at Gallagher Way in Wrigleyville on the North Side of Chicago and the Entertainment Plaza outside of Fiserv Forum in Milwaukee. Rooted in German tradition, the Christkindlmarket—which is always free admission—is well known for its traditional candy cane striped wooden huts, festive shopping options, international delicacies, hot spiced wine (Glühwein), fine German beers, hand-crafted ornaments, and family fun.

Recognized by Travel & Leisure Magazine, USA Today, TripAdvisor, and 10Best as one of the best holiday markets in the world, the Christkindlmarket Chicago opened in 1996 and has grown to be one of the most beloved Chicago holiday traditions. In 2019, the Christkindlmarket Chicago at Daley Plaza, will celebrate its 24th year for 40 consecutive days—from November 15 through December 24—featuring 55 vendors from all around the world.

The Christkindlmarket Wrigleyville at Gallagher Way will open daily starting Friday, November 22, and give visitors the opportunity to continue their holiday shopping and tasting of traditional German and international foods while enjoying family-friendly entertainment through Tuesday, December 31.

The Christkindlmarket Milwaukee, now in its second year, will welcome its visitors back for holiday fun at the Plaza at Fiserv Forum, from November 15 through December 24.

For a more exclusive experience that includes being the first to stroll around the market in a more private atmosphere, guests can purchase tickets to the 'Twas the Night Before Christkindlmarket' Preview Party at Daley Plaza. The preview event takes place in the evening of November 14 (5:30pm - 8pm), the day before the official opening of the market. Tickets and more details will be announced on [www.christkindlmarket.com](http://www.christkindlmarket.com) and the Christkindlmarket Chicago Facebook Page ([www.facebook.com/christkindlmarket](http://www.facebook.com/christkindlmarket)).

The traditional German-style outdoor holiday markets host visitors from all around the world. According to an Economic Impact Study from 2017\*, visitors hailed from 32 different countries to experience the most authentic market of its kind in the US. In 2018, over 1.9 million visitors were able to create holiday memories at all market locations. Many of these, with 81% repeat visitors, have made visiting the Christkindlmarket a family tradition.

"German American Events is thrilled to continue the beloved Chicago holiday tradition of the Christkindlmarket Chicago at Daley Plaza," said Maren Biester Priebe, CEO of German American Events. "We are even more excited to welcome visitors back to our Wrigleyville and Milwaukee locations as we continue to grow and celebrate the holiday season together!"

\*Indicates data from the Economic Impact study conducted by Technomic in 2017. All consumer data is based off a random data sampling, collected from the on-site consumer intercepts conducted and during the 2017 market season. In order to ensure objectivity in results and point of view, the study was designed and executed by a third-party research partner, Technomic. Technomic, founded in 1966, is a Chicago-based market research and consulting firm specializing in the foodservice industry.



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## **Christkindlmarket Chicago (November 15 – December 24)**

### Regular Hours:

Sunday – Thursday: 11am – 8 pm

Friday – Saturday: 11am – 9pm

### Special Hours:

Thanksgiving (Nov. 28), Christmas Eve (Dec. 24): 11am – 4pm

## **Christkindlmarket Milwaukee (November 15 – December 24)**

### Regular Hours:

Sunday – Thursday: 11am – 8pm

Friday – Saturday: 11am – 9pm

### Special Hours:

Thanksgiving (Nov. 23), Christmas Eve (Dec. 24): 11am – 4pm

## **Christkindlmarket Wrigleyville (November 22 – December 31)**

### Regular Hours:

Monday – Thursday: 3pm – 9pm

Friday – Saturday: 11am – 10pm

Sunday: 11am – 7pm

### Special Hours:

Thanksgiving (Nov. 23), Christmas Eve (Dec. 24) and New Year's Eve (Dec. 31): 11am – 4pm

Christmas Day (Dec. 25): Closed

For more information about Winterland at Gallagher Way, visit [www.gallagherway.com](http://www.gallagherway.com).

More detailed information can be found on the official website: [www.christkindlmarket.com](http://www.christkindlmarket.com).

High resolution photos and HD videos are available upon request (schmidt@GermanAmericanEvents.com).

## **About German American Events, LLC**

German American Events LLC, a subsidiary of the German American Chamber of Commerce of the Midwest, is a Chicago-based nonprofit organization that plans and executes the Christkindlmarket Chicago, Wrigleyville, and Milwaukee. All Christkindlmarket locations are modeled after the classic German holiday market in Nuremberg, Germany, with traditional candy cane striped huts.

The free outdoor holiday markets host international and local vendors who display and sell hand-crafted ornaments, toys and unique holiday gifts as well as traditional German foods, sweets and beverages. The markets are rich in cultural tradition and include special events, entertainment and activities that are fun for the whole family, including traditional alpine brass music and German choirs.