



UNDER EMBARGO: Lift on Friday, September 15 at 12 pm ET

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USA TODAY NAMES CLEVELAND OKTOBERFEST TOP OKTOBERFEST CELEBRATION IN THE COUNTRY
USA EXPO, Top Cleveland-based event production company, secures national ranking by delivering innovation and authenticity

Cleveland, Ohio (September 15, 2023) – USA TODAY, the nation's leading source of news and information, has officially named Cleveland Oktoberfest as the Top Oktoberfest in the country as part of its [10Best Readers' Choice Award contest](#). This prestigious recognition celebrates the rich cultural heritage and vibrant celebrations brought to Cleveland and the exceptional event production prowess of [USA Expo](#), the company behind this award-winning achievement.

The USA Today's 10Best Readers' Choice 2023 poll ranks the top 20 Oktoberfest celebrations in the U.S., for their appreciation of German culture and heritage. After four weeks of open voting by Oktoberfest enthusiasts nationwide, the release of USA TODAY's Top Oktoberfest rankings show that Cleveland Oktoberfest has risen to the top. Runners-up include Mt. Angel, OR and Reading, PA.

Heritage Productions, the parent company of USA Expositions and the renowned company of experiential and event marketing specialists, spearheaded the planning and execution of Cleveland Oktoberfest. Their meticulous attention to detail, commitment to excellence, and innovative event management have set a new standard for Oktoberfest celebrations across the nation.

“On the heels of a record-breaking Oktoberfest celebration, this is the greatest honor we could ever ask for,” says Adam Roggenburk, USA Expo President. “We pull out all the stops to deliver the best Oktoberfest experience, and to be recognized on a national scale only confirms that we know how to deliver an event that pays homage to the deep-rooted German culture in the most authentic way. This achievement is a testament to the dedication of our event professionals and the support of the Cleveland community.”

This year marked the 13th year of USA Exposition at the helm of the festival, which has long been a symbol of community spirit, unity, and a showcase of German traditions and culture. From the VIP experiences and the Bier Garten to the wiener dog races and crowning of Miss Oktoberfest, the sought-after event has become a staple in the community.

Nominees for all categories are chosen by a panel of relevant experts which include a combination of editors from USA TODAY; editors from 10Best.com; relevant expert contributors; and sources for both these media and other Gannett properties. The nomination panel for each award category is displayed on its associated contest page.

For additional information about Cleveland Oktoberfest and entertainment schedules and attractions, visit www.clevelandoktoberfest.com.

ABOUT USA EXPO

USA Expo is an event marketing agency composed of thinkers, creatives and marketing strategists. The company is dedicated to providing the best results, driven by data and analytics, while continuing to find inspiration and new opportunities for its clients. Its dashboard and analytics reporting system gives clients timely, actionable results, while its unique Event Lifestyle Approach helps us to better serve our clients. With over 150 years of combined experience, USA Expo are established leaders in experiential marketing and top producers in the home and garden, auto, boat, fair, outdoor and festival space.

ABOUT USA TODAY

USA TODAY is a multi-platform news and information media company. Founded in 1982, USA TODAY's mission is to serve as a forum for better understanding and unity to help make the USA truly one nation. Through its unique visual storytelling, USA TODAY delivers high-quality and engaging content across print, digital, social and video platforms. An innovator of news and information, USA TODAY reflects the pulse of the nation and serves as the host of the American conversation — today, tomorrow and for decades to follow. USA TODAY, the nation's number one newspaper in print circulation with an average of more than 1.6 million daily, and USATODAY.com, an award-winning newspaper website launched in 1995, reach a combined 6.6 million readers daily. USA TODAY is a leader in mobile applications with more than 16 million downloads on mobile devices. USA TODAY is owned by Gannett Co., Inc. (NYSE: GCI).

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