

FOR IMMEDIATE RELEASE

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CHRISTKINDLMARKET 2018 MUG DESIGN REVEALED

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Are you counting down the days until the opening of the Christkindlmarket where you can enjoy a delicious mug of Glühwein or hot chocolate? If so, we have just the thing to warm your heart while you wait – a sneak peek at this year's 2018 Annual Souvenir Mug design featuring three different versions for the markets in Chicago, Naperville, and Milwaukee, and something every guest will love this year - the mugs will be sold in a very limited-edition package of three! Each mug showcases a distinct color and a cityscape of the market location.



Representing this year's theme "Ich liebe Christkindlmarket," which translates to "I love Christkindlmarket," the unique mug design is a gingerbread heart. The market scene aspect of the design is inspired by the gingerbread hearts given as gifts at traditional German fairs. Don't miss out on getting yours!

And of course, we have something special for the kids – Kinder Club Snowman Mugs featuring "Oma" (Grandma) snowman this year. Complete the Snowman family with Oma, but don't forget, you can purchase "Opa" and the other family members online, too.

www.christkindlmarket.com/merchandise/



The mugs go on sale November 16, 2018 during the grand opening of Christkindlmarket Chicago.

The limited-edition 3-packs will be available exclusively at Christkindlmarket Chicago, Milwaukee and Naperville.

Don't delay! These highly anticipated holiday collectibles sell out every year.

Happy Holidays!

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Admission to the Christkindlmarket is always FREE. 2018 hours include:

Chicago

When: Nov. 16 - Dec. 24

Where: Daley Plaza

Hours: Open Daily

Sun - Thu | 11am - 8pm

Fri - Sat | 11am - 9pm

50 W Washington Street

Chicago, IL 60602

Naperville

When: Nov. 23 - Dec. 24

Where: Naper Settlement

Hours: Thu | 11am - 7pm

Fri - Sat | 11am - 9pm

Sun | 11am - 6pm

523 S Webster Street

Naperville, IL 60540

Milwaukee

When: Nov. 17 - Dec. 31

Where: Entertainment Plaza

Hours: Open Daily

Sun - Thu | 11am - 8pm

Fri - Sat | 11am - 9pm

1111 N. 4th Street

Milwaukee, WI 53203

To learn more about
Christkindlmarket,
visit:
christkindlmarket.com

German American Events (GAE, LLC), a subsidiary of the German American Chamber of Commerce of the Midwest, is a non-profit organization that creates and produces the Christkindlmarket Chicago, Naperville, and Milwaukee. All Christkindlmarket locations are modeled after the classic German holiday market in Nuremberg, Germany, with traditional candy cane striped huts. These free annual outdoor holiday markets host vendors from Germany, other European countries and around the world who display 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.