



DES MOINES EUROPEAN HERITAGE ASSOCIATION (DMEHA) (501c3)

Mission: As a grassroots non-profit, we serve as a platform to carry on European traditions, support language education and to create cultural awareness. We are a resource for Iowans, immigrants, travel enthusiasts and international business professionals to connect with European cultural heritage and for cultural organizations who want to engage with their members in a cohesive and centralized manner.

FOR IMMEDIATE RELEASE:

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HAPPY HOUR EVENT TO BENEFIT CHRISTKINDLMARKET DES MOINES
Des Moines European Heritage Association to Host First Fundraiser

Des Moines European Heritage Association (DMEHA) is hosting a happy hour benefit on February 25 at the Royal Mile from 4 to 7 p.m. The event is an opportunity for people to learn about the mission of DMEHA, share their travel experiences and network with people who share an interest in European culture and heritage. Ten percent of sales will be donated to DMEHA to help produce Christkindlmarket Des Moines, taking place in Western Gateway Park, Dec. 2-4, 2016.

As a non-profit, fundraising is extremely important to produce an inaugural event. Inspired by traditional German Christmas markets, Christkindlmarket Des Moines will educate and entertain people of all ages. Choirs in traditional costumes, brass bands and more will entertain attendees as they browse vendor stalls to find handmade gifts and enjoy European-style beers and food. Children will be able to learn about Christmas and European traditions through songs, storytelling and crafts. The first of its kind in the city, Christkindlmarket Des Moines will pay homage to the long-standing, traditional, European open-air markets that bring in the Advent season each year.

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Contact Information:

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Photos: <http://ow.ly/w2bJZ>

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