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German Christmas Market Set for Downtown Des Moines *Event to Feature European Culture, Food, Music, Gifts*

DES MOINES, IOWA, Sept. 15, 2016 – The first-ever German Christmas-themed market, known as Christkindlmarket Des Moines, is set for Dec. 2 to 4 in downtown Des Moines at Cowles Commons just across from the Des Moines Civic Center. Produced by the Des Moines European Heritage Association (DMEHA), a local non-profit organization, the inaugural event will offer attendees an authentic outdoor Christmas market experience with food, music and unique gifts that has been a holiday tradition which began in German-speaking Europe nearly 700 years ago.

“We’re thrilled to offer an experience like this for Des Moines and all of Iowa,” said Suzanne Hull, president of the DMEHA and a founder of Christkindlmarket Des Moines. “We hope people will mark their calendars for the first weekend in December to join us downtown for good food, fun and a bit of European holiday tradition here in the Midwest.”

Village-like huts decorated with holiday lights and garlands will house a variety of vendors from across the Midwest offering wares such as hand-dyed scarves, baked goods, teas, hand-knitted items, knives, and much more.

Aside from the holiday treats and gift items, marketgoers will enjoy a host of local and statewide music ensembles from high school choirs to professional entertainers – all with a holiday theme or twist.

A highlight of the Christkindlmarket Des Moines, like all German Christmas markets, will be the hot, spiced mulled wine known as Glühwein (gloo-vine), literally “glowing wine” in German. Those who attend the event early enough can purchase a collectible Glühwein mug featuring original artwork by a German artist to commemorate the inaugural Des Moines event. To ensure the purchase of the limited edition mugs, Hull advises pre-ordering them at the DMEHA website or at www.christkindlmarketdsm.com with a gift of \$25 or more.

“We know the Glühwein mugs will be a big hit, so we’re urging people to make a donation of \$25 or more now to ensure that they’ll get one of these great one-of-a-kind mementos,” Hull said. “The Christmas season will be here before we know it and we hope that Iowans will help make Christkindlmarket Des Moines a new part of their holiday tradition.”

Christkindlmarket Des Moines sponsors include: Darcy Hines Designs, Drake University, The Museum of Danish America, Gail's Photography and Designs, Action Electric, Greater Iowa Credit Union, Iowa Sister States, Ingersoll wine & Spirits. For a full list of sponsors, visit www.christkindlmarketdsm.com.

Christkindlmarket Des Moines community supporters include: Patty & Jim Cownie Charitable Fund, The Deb and Paul Hayes Charitable Fund.

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The Des Moines European Heritage Association (DMEHA) is a 501c3 tax-exempt non-profit that connects Iowans with European traditions, language education and cultural experiences; and provides resources and tools to other cultural heritage organizations.