



## 2018 Oktoberfest Button Designer: Kyle Breunig

The 2018 Oktoberfest Button will be unveiled at the 5<sup>th</sup> annual Forks and Corks fundraiser on Thursday, March 8 at the La Crosse Center. The La Crosse community and fans of Oktoberfest will be getting a “two for one” special with the unveiling of this year’s winning design. The extra add-on is that this will be the first time winning designer Kyle Breunig will have his work shared publicly in the community.

Every button for the city’s favorite Autumn festival is based on that year’s theme. The 2018 theme – “Polka, Pretzels & Prost,” helped develop the design for Kyle’s whimsical approach. “My design reflects what Oktoberfest makes me think of, lederhosen, pretzels and the round shape of the button lent well to the lederhosen shape.”

This is Kyle’s first Oktoberfest button design submission. After some prompting from a friend to enter he was very surprised to have been selected as the winning designer. “I am very excited to see my design as a part of the whole event. Having attended Viterbo University and living in La Crosse for the last ten years I enjoy celebrating Oktoberfest with friends and it will be great to see my design as a part of Fest.”

Kyle has been a La Crosse resident for over 10 years. He holds a Bachelor of Science in Visual Communication - Emphasis in Graphic Design , and is currently working as the Lead Designer for Mobileessentials.



Congratulations, Kyle Breunig!

March 8, 2018