

Nostalgia takes center stage at the 119th birthday celebration in Dr Pepper Texas

The changing of the Dublin, Texas city limits sign to DR PEPPER, TEXAS on Monday, June 7 signals the start of a nostalgic “Endless Summer” at the world’s oldest Dr Pepper bottling plant.

By official city proclamation, the second week in June each year is designated Dublin Dr Pepper Week and the Monday morning changing of the city limits sign usually finds local residents and visitors lined up behind the Dr Pepper, Texas sign for the “photo op.”

The sign change kicks off the start of the week-long theme-based birthday celebration which climaxes each year on the second Saturday of June. This year’s celebration on June 12 marks the 119th birthday of the plant, which was founded in 1891 at the same location where it now stands.

Since the first official centennial birthday celebration in 1991, as many as 5,000 to 7,000 people have crammed into the heart of this small North Central Texas town for the big family-oriented party.

This year’s Endless Summer theme fetches memories of surfing music and the sounds of American Bandstand, muscle cars that were the envy of teenagers, Frankie and Annette beach movies, beach blanket bingo – even sand volleyball and sand castles. All of those memories are incorporated into this year’s event.

The big weekend kicks off on Friday afternoon, June 11, across the street from the bottling plant in Hogan’s Alley where the annual AlleyFest will feature exclusive handmade crafts. The show continues all day Saturday.

On Friday night, visitors will gather near the Dr Pepper stage for a free concert by the 10-2-4 Band and a showing of a classic beach movie.

The Saturday events kick off with the annual Lions Club charity 10-2-4k race which starts at the Dr Pepper plant, and the Tour de Pepper bicycle race which starts at Dublin High School. Both events offer a variety of formats which should attract serious and non-so-serious athletes. The 10-2-4k run traditionally attracts as many as 500 runners and the bike race is expected to draw twice that many riders.

The operative words for Saturday activities are “free, family and fun.” The Dr Pepper plant will be open all day for free tours of the historic bottling line and museum. The steady flow of free Dublin Dr Pepper comes from a giant soda can, and the air will be filled with nostalgic music of the 60s. Live performances will take place on the Dr Pepper stage and visitors will enjoy a slice of the huge Dublin Dr Pepper birthday cake.

Local and area non-profits will also stage various games and activities with small fees, with all proceeds benefiting their organizations.

The annual birthday party is a thank-you celebration to the loyal fans of Dublin Dr Pepper Bottling Co and parent company, Dr Pepper-Snapple Group.

The Dr Pepper Birthday Party also coincides with the annual Dublin Area Reunion at the high school which is highlighted by a barbecue lunch, prepared and served by the Dublin Historical Society. Corporate sponsor of the reunion is Dublin National Bank.

The Dublin Historical Museum and the Dublin Rodeo Heritage Museum will also be open on Friday and Saturday and the Chamber of Commerce will host its monthly “Ladies Day on the Town” shopping event on Saturday.

For more information, go to www.dublindrpepper.com and www.dublindxchamber.com.

#