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London's Own Oktoberfest Launched Today

Western Fair District to Extend K-W's Authentic Bavarian Tradition into London and Surrounding Communities with Expansion of Kitchener-Waterloo Oktoberfest.

London, Ontario, July, 15, 2015: Members of the media, local VIP's and invited guests gathered today at the newly renovated Agriplex at the Western Fair District to celebrate the launch of the District's Oktoberfest, in partnership with the world famous Kitchener-Waterloo Oktoberfest, which welcomed the expansion into the London market place.

If you are a lover of beer, pretzels and oom-pah-pah music the WFD Oktoberfest coming this October 9, 10, 15, 16, & 17 will be a must see and do five day festival, celebrating the great Bavarian tradition in the Forest City. Oktoberfest is an important part of Bavarian culture, originating in Europe and Kitchener-Waterloo's celebration is one of Canada's most internationally renowned events. The expansion to London's year-round entertainment destination, Western Fair District, is a first for the K-W organizers. "We are thrilled to be expanding our Kitchener-Waterloo Oktoberfest celebrations to the City of London," says K-W Oktoberfest Inc. President, Alfred Lowrick. "It shows the Oktoberfest brand is strong not only in Kitchener-Waterloo, but throughout Southwestern Ontario. It is very exciting for us to share the spirit of Gemuetlichkeit with our friends in London and wish them the best of luck with their Festhalle in the Western Fair District."

John Winston, Tourism London states that, "expanding the Kitchener-Waterloo Oktoberfest revelries to the Western Fair District bolsters London's reputation as a premier host city. This event, over time, will not only attract visitations and economic activity but will offer the community direct access to a world class celebratory experience."

As an opening strategy to mark the official launch of London's Oktoberfest 2015, a keg was rolled out for an official "tapping" of beer by London Mayor, Matt Brown and Western Fair District CEO, Hugh Mitchell, with traditional toasts by K-W Oktoberfest Inc. President, Alfred Lowrick. On top of the free flow of beer, guests were served specially prepared Oktoberfest cuisine. Sounds of the authentic oom-pah-pah band - Blue Waves - entertained attendees, keeping the momentum and spirits high as attendees decked in dirndls, and lederhosen mingled with guests. Blue Waves will be the official oom-pah-pah dance band providing traditional music for London's 2015 Festhalle.

"We are excited to bring the Kitchener-Waterloo Oktoberfest experience to Western Fair District", says Hugh Mitchell, CEO Western Fair District. "As a year-round entertainment destination, this fun and enriching cultural experience will add another exciting event to our calendar and provide our customers with an entertaining experience that highlights and savours the much-loved traditions of Bavarian music, beer and authentic German cuisine."

For more information:

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