



**K-W Oktoberfest Inc. President Alfred Lowrick
Shares his Vision for the 2016 Festival
At the Annual General Meeting**

(Kitchener-Waterloo, Canada - February 17, 2016) - Alfred Lowrick, the President of K-W Oktoberfest Inc., addressed an audience of board members, volunteers, city officials and community partners at the Annual General Meeting held at the Concordia Club last evening.

During the Annual General Meeting, president Alfred Lowrick reviewed the highlights of the 47th annual Festival and then outlined his vision for the coming year of Canada's Greatest Bavarian Festival....

"...to continue to develop new products, bring forward new ideas and ensure our customers, sponsors and business partners all see value in our work. The value proposition has never been more important for all we do."

President Lowrick also shared how he felt about the future of the Festival....

"...as we look to the future, we have some great opportunities and wonderful support from many sectors which will enhance the future of Kitchener-Waterloo Oktoberfest. The key to being successful is good communication, and this is where our Board and Staff Liaisons can continue to ensure our volunteer base is connected and engaged."

Yesterday's meeting also included Dave MacNeil's Executive Director report, which highlighted opportunities he would like to see this coming year...

"...building stronger relationships this year with our civic stakeholders, our sponsors, our Festhallen partners, our volunteers, Chairs and Board members. We always welcome community feedback and input on how we can serve them better."

Another important piece of business at the Annual General Meeting was the appointment of a 2nd Vice President. Alfred Lowrick revealed to those in attendance that current K-W Oktoberfest Inc. Board Member Tim Beckett has been named the 2nd Vice President of the Festival..

Tim Beckett – 2nd Vice-President Biography

Tim Beckett first came to Kitchener-Waterloo Oktoberfest in 2007 when he was appointed to the Community Advisory Council, which he served on until 2014. In 2013, Tim also joined the Conventions Committee and continues to be a valued member of that team. Tim was elected to the Board of Directors in 2015, as a Director-at-Large, and now as 2nd Vice-President of the Festival.



Tim's career spans 30 years in the fire service industry. In 2005, Tim moved to Kitchener to become the Deputy Fire Chief and in 2007 was promoted to Fire Chief, a position he held for seven years.

Since July of 2014, Tim has been the Fire Chief for the City of Mississauga Fire & Emergency Service, where he manages the overall strategic, financial and day-to-day operations of the department.

Tim and his wife Kathy continue to raise their family in Kitchener. They have three children – Kevin (23), David (17) and Jayne (12). The family have been active members of the Schwaben Club, allowing their children to learn and experience their European roots.

In closing, President Alfred Lowrick reminded everyone that the dates for the 2016 Kitchener-Waterloo Oktoberfest are October 7th - 15th.

About Kitchener-Waterloo Oktoberfest

Kitchener-Waterloo Oktoberfest is a not-for-profit Bavarian festival founded in 1969 by a group of volunteers committed to contributing to the social and economic vitality of Kitchener-Waterloo, Canada twin cities with German heritage. Canada's Greatest Bavarian Festival celebrates German heritage, food, music and festivities and is supported by more than 40 not-for-profit organizations. The festival is operated by eight year-round full-time staff, over 500 volunteers and 1,300 community and service club volunteers that stage the nine-day festival each October promoting a unique German cultural experience. As well as the \$21M economic boost the festival gives the local economy during the international festival, over \$1.5 million is raised each year by the not-for-profit organizations associated with Kitchener-Waterloo Oktoberfest, one of the top three most recognized event brands in Canada.

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