



Kitchener-Waterloo Oktoberfest 2016 Annual General Meeting

K-W Oktoberfest Inc. Annual General Meeting

DATE & TIME: Tuesday, February 16, 2016 - 7:30 p.m.
PLACE: Concordia Club – Main Hall
429 Ottawa Street, Kitchener.

2015 was both challenging and exciting for Kitchener-Waterloo Oktoberfest. The 47th edition of ***Canada's Greatest Bavarian Festival*** included unique Family & Cultural Events; exciting entertainment; new events and activities; ongoing enthusiastic participation in Festhallen; as well as continued growth.

Highlights Included:

- Successfully changing the Thanksgiving Day Parade route and moving several key events like the Oktoberfest 5K Fun Run, OktoberFEAST and Fusstoberfest due to LRT Construction
- Securing the Rogers Hometown Hockey Tour in downtown Kitchener during the opening weekend of Kitchener-Waterloo Oktoberfest
- Completing the refurbishment of the Glockenspiel and returning it to the corner of King and Benton Streets.
- Expanding the reach of Kitchener-Waterloo Oktoberfest to London Ontario with the launch of Das Bierhaus at the Western Fairgrounds
- The execution of two Taste of Oktoberfest events at the Waterloo Region Museum and inclusion of the Oktoberfest Beer Wagon in their Beer The Exhibit.

All this came together for Alfred Lowrick, President of K-W Oktoberfest Inc., to oversee another successful Festival.

During the Annual General Meeting, Alfred Lowrick will be reviewing the highlights of the 2015 Festival and will usher in the Board of Directors for 2016. Mr. Lowrick will also present his vision and direction for the 2016 Kitchener-Waterloo Oktoberfest Festival.

Each media representative will be provided with a press kit containing copies of the remarks by Alfred Lowrick, and lists of the 2016 Board of Directors and the Community Advisory Council.

Mr. Lowrick will be available from 7:15 p.m. to 7:30 p.m. to have direct interviews with the media and will also be made available after the Annual General Meeting at approximately 8:30 p.m.

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 50 not-for-profit organizations. The festival is operated by eight year-round full-time staff, over 480 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 \$22.2M economic benefit 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.

- 30 -

For additional information:

Dave MacNeil

Executive Director, K-W Oktoberfest Inc.

519-570-4267 ext. 222

davem@oktoberfest.ca