

## MEDIA ADVISORY



### 2012 A Blooming Affair Fashion Show Preparing for an Extravagant Night of Local Fashion

(Kitchener-Waterloo, Canada – July 12, 2012) - Kitchener-Waterloo Oktoberfest is preparing for an extravagant night of local fashion as it presents the 2012 edition of the A Blooming Affair Fashion Show on Wednesday, October 3<sup>rd</sup> at Bingemans. Tickets for this event are now on sale!

Exciting fall fashions from many of the Region's leading independent retailers will be featured at this popular event, including an outstanding selection in ladies', men's, and children's wear. Guests can browse and buy at the *MOST Magazine Boulevard of Boutiques*, both before the show and during intermission.

Local charity Pride Stables will be supported through proceeds raised that evening.

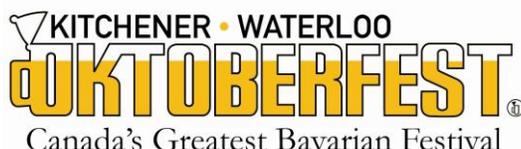
- WHAT:** **A Blooming Affair Fashion Show**
- WHEN:** **Wednesday, October 3, 2012**  
6:00 pm – MOST Magazine Boulevard of Boutiques  
7:30 pm – Fashion Show  
9:00 pm – Raffle Prize Draw
- WHERE:** **Bingemans Ballroom, 425 Bingemans Centre Drive, Kitchener**
- TICKETS:** **\$35 per person (tax included)**

Tickets available at the Kitchener-Waterloo Oktoberfest Official Retail Store:  
17 Benton Street, Kitchener, ON  
519-570-4267 x233 or online at [www.oktoberfest.ca](http://www.oktoberfest.ca)  
Advance Tickets are recommended and reserved seating is available!

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#### 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 435 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 \$21.1M annual 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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**For additional information:**

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