



Kitchener-Waterloo Oktoberfest Media Conference **Festival President Harry Vogt Reflects on the 45th Edition of Canada's** **Greatest Bavarian Festival**

Members of the media are invited to join Harry Vogt, President of Kitchener-Waterloo Oktoberfest, at a Post-Festival Media Meet & Greet on Sunday, October 20th at 10:00 am at the K-W Oktoberfest Inc. Headquarters. Harry will review highlights and present his insights into this year's success and on his first year as President. Please join Harry for this positive news opportunity.

"From all indications, Kitchener-Waterloo Oktoberfest 2013 has been a great success...the weather has been fantastic, the turnout at our 19 festhallen and over 40 Family & Cultural Events has been exceptional, and a number of pre-Festival events posted record attendance," shares Vogt.

WHEN: Sunday, October 20th, 10:00 am (*please note new time*)
WHERE: K-W Oktoberfest Inc., 17 Benton Street, Kitchener 2nd Floor

Kitchener-Waterloo Oktoberfest Quick Facts 2013

- Kitchener-Waterloo Oktoberfest is the largest Bavarian festival in North America.
- More than 50 non-profit organizations net over \$1.5 million each year through Kitchener-Waterloo Oktoberfest, which is invested in area projects: arenas, swimming pools, skating rinks, seniors' facilities, developmental and crisis centres and more.
- Kitchener-Waterloo Oktoberfest benefits the local economy to the tune of \$21 million annually.
- Kitchener-Waterloo Oktoberfest is annually recognized as one of the Top 100 festivals and a Festival of Distinction by Festival and Events Ontario.
- Kitchener-Waterloo Oktoberfest was twice chosen as the "Top Destination in Canada" by the American Bus Association.
- Since 1995, the annual Onkel Hans Food Drive in Canada's Great Oktoberfest Thanksgiving Day Parade has collected and supported distribution of over 1 million pounds of food for the Food Bank of Waterloo Region.
- There are over 150,000 spectators on the parade route and over 1.8 million viewers nationally on CTV.
- Kitchener-Waterloo Oktoberfest has over 480 volunteers year-round and 1,300 community and service club volunteers.

- The festival is operated by a full-time staff of 8 and over 15 part-time staff during the event.
- Kitchener-Waterloo Oktoberfest is recognized by all levels of government for its economic contribution to the community and tourism.

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 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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