



## **Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade 2010 Selects Floats of Honour, Voters Pick People's Choice**

(Kitchener-Waterloo, Canada – October 11, 2010) – The 2010 Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade celebrity Judges have revealed their top picks for the best floats in the 2010 Thanksgiving Day Parade.

The floats that have been selected, by the judges, to receive honours this year are:

Festival Award (1<sup>st</sup> Place) – **Pirate Ship (Sponsored by the Stag Shop)**  
Harvest Award (2<sup>nd</sup> Place) – **Schneiders Foods**  
Sponsors' Award (3<sup>rd</sup> Place) – **City of Kitchener**  
Twin Cities Award (Best Spirit/Enthusiasm) – **Mobile Maypole**  
Hans & Frieda Award (Use of Animation) – **War Amps of Canada**  
Miss Oktoberfest Award (Best Visual) – **Region of Waterloo**  
Wunderbar Award (Community Involvement) – **Toy Float (Sponsored by the German Canadian Remembrance Society and built by the Carpenters Union)**

The 2010 celebrity Judges for the parade were: Lawrence Bingeman, founder of Bingemans; Chris St. Clair of The Weather Network; Krista Sim from Slice TV and Glen Walker, Past President of Kitchener-Waterloo Oktoberfest.

The Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade, which featured numerous colourful floats, clowns and award-winning marching bands, was broadcast nationally on CTV at noon to an estimated audience of 2 million viewers.

The 2<sup>nd</sup> Annual Onkel Hans 5K Fun Run ran down the Parade route just before the parade started, with 143 participants there to *Chase the Chicken* down the route! First place went to **Paul Gonsalves** with his time of **20:11** and **Joanna Berg** with her time of **21:26**. Both winners were then whisked back to the start of the route to ride in the annual Parade.

For the second year in a row, parade spectators were able to vote via text messaging for the Thanksgiving Day Parade People's Choice Float! Twenty-seven floats competed for the honour, with the most votes going to the **Schneiders Food Float**. **Congratulations to our winners!**

"The 2010 edition of the Parade has once again shown everyone why Kitchener-Waterloo Oktoberfest is Canada's Greatest Bavarian Festival. Every year the Parade gets better and this year it set a new standard," said Larry Blundell, Executive Director.



### **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 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 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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