



Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade 2012 Selects Floats of Honour, Voters Pick People's Choice

(Kitchener-Waterloo, Canada – October 8, 2012) – The 2012 Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade celebrity Judges have revealed their top picks for the best floats in the 2012 Thanksgiving Day Parade.

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

Festival Award (1st Place) – **The Old Lady in Her Shoe** (Sponsored by: Polyurethane Foam Systems)

Harvest Award (2nd Place) – **Pirate Ship** (Sponsored by: Stag Shop)

Sponsors' Award (3rd Place) – **Bear Float** (Sponsored by: Bearskin Airlines)

Twin Cities Award (Best Spirit/Enthusiasm) – **City of Kitchener**

Hans & Frieda Award (Use of Animation) – **Greater K-W Chamber of Commerce Rolling Steins Float**

Miss Oktoberfest Award (Best Visual) – **Factory Shoe**

Wunderbar Award (Community Involvement) – **Canadian Tire**

The 2012 celebrity Judges for the parade were: Taylor Jones, Kim Kugler, Carrie Olver and Dave Sopha.

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 4th Annual Kitchener-Waterloo Oktoberfest 5K Fun Run ran down the Parade route just before the parade started, with 200 participants there to *Chase the Chicken!* First place went to **Paul Leduc** with his time of 16.25 and **Andrea Blain** with her time of **20.30**. Both winners were then whisked back to the start of the route to ride in the annual Parade.

For the fourth year in a row, parade spectators were able to vote via text messaging for the Thanksgiving Day Parade People's Choice Float, sponsored by The Carriage Club. Thirty floats competed for the honour, with the most votes going to the **Pirate Ship**, sponsored by the Stag Shop. **Congratulations to our winners!**

"The 2012 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 Mark Kreller, 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 450 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:

Mark Kreller

Executive Director,
K-W Oktoberfest Inc.
519-570-4267 ext. 222

