

**MEDIA RELEASE**  
**For Immediate Release**



**Kitchener-Waterloo Oktoberfest helps the Food Bank of Waterloo Region spread the Spirit of Thanksgiving with the Onkel Hans Food Drive**

(Kitchener-Waterloo, Canada – October 11, 2010) – Today the Food Bank of Waterloo Region and Kitchener-Waterloo Oktoberfest came together to help those in need while enjoying the tradition of the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade.

Larry Blundell, Executive Director of K-W Oktoberfest Inc., says, “It’s a great pleasure to announce that we have raised 17,500 lbs of non-perishable food items along the parade route this year. We also collected \$13,085 in cash, which will be used to purchase additional food. This is an additional \$3,000 over what was collected in 2009. We are so proud of Kitchener-Waterloo for opening up both your hearts and your wallets for the Food Bank.”

Each year local citizens and visitors share with those less fortunate by donating food and cash as part of the Thanksgiving tradition in Kitchener-Waterloo. As over 150 thousand people lined the streets to watch the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade, one of the highlights of Canada’s Greatest Bavarian Festival, volunteers from corporate sponsors Sobey’s; Martin’s Family Fruit Farms, NAPA Auto Parts; 96.7 CHYM FM/570 News; 105.3 Kool FM/KFUN 99.5 and CTV shared their time to collect the donations along the parade route.

Kitchener-Waterloo Oktoberfest runs until October 16<sup>th</sup> and the Onkel Hans Food Drive runs to October 13<sup>th</sup>.

To support the Food Bank of Waterloo Region’s Thanksgiving Food Drive call 519-743-5576.

**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 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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