

**MEDIA RELEASE**  
**EMBARGO UNTIL 11PM**



## **Kitchener-Waterloo Oktoberfest crowns Miss Oktoberfest 2012**

(Kitchener-Waterloo, Canada – September 28, 2012) – At a gala black tie event, Lindsay Coulter, sponsored by the Downtown Kitchener BIA, was crowned Miss Oktoberfest 2012, making her the 44<sup>th</sup> Miss Oktoberfest since the festival’s inception.

For the past nine years, the search for the Ambassador for Canada’s Greatest Bavarian Festival has been stretched from Waterloo Region to surrounding communities. This year’s search invited young women who met the stringent criteria to submit their nominations for Miss Oktoberfest, a role that not only serves as an ambassador for the festival, but as a role model for other young women in the region.

Says Mark Kreller, “We are very pleased to announce Lindsay as Miss Oktoberfest 2012. We had 12 very talented, very impressive young women in contention this year. The search for Miss Oktoberfest identifies someone who can represent our community and our festival as one of its lead ambassadors at more than 150 appearances throughout the year.

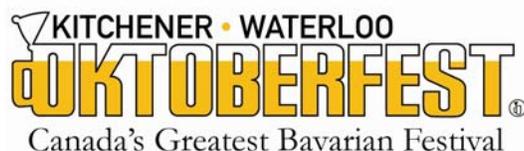
“It was a difficult decision, but through the selection process, our judges determined that Lindsay would best serve our festival and our community as she fulfills the requirements of the role,” says Mark.

Lindsay, a long-time resident of Kitchener, Ontario, is currently studying Geography & Environmental Management at the University of Waterloo.

In addition to her full-time schooling, Lindsay owns and operates her own small business – Pura Vida Yoga – where she offers private and group yoga classes. She also provides free yoga therapy classes to young adults with autism, providing them with an outlet for their emotions.

Lindsay is also actively involved with Sustainable Waterloo Region, TEDxWaterloo and Kitchener-Waterloo Oktoberfest’s Marketing Committee. In the past, she has volunteered her time for organizations such as Doon Presbyterian Church, the Waterloo Region Food Bank, Operation Christmas Child, the City of Kitchener’s Adapted Aquatics Program for children and adults with special needs, Eastwood Collegiate Institute’s environment and geography classes and Silver Lake United Church Camp.

In the spring of 2011, Lindsay became one of three Gloss Top Models and has spent the past year as the face of downtown Kitchener boutique stores.



Lindsay is passionate about supporting the Region through community involvement and being a role model for young women.

Miss Oktoberfest , sponsored by The Boardwalk, is a favourite among the thousands of school children she comes in contact with during the festival, including the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade. In fact, she is the second most requested VIP, surpassed only by the Kitchener-Waterloo Oktoberfest mascot Onkel Hans.

Miss Oktoberfest 2012 was crowned by outgoing Miss Oktoberfest 2011, Brittany Graul, in front of a crowd of more than 450 guests at the black-tie Miss Oktoberfest Gala Ball, sponsored by Pfaff/Porsche of London.

The 1<sup>st</sup> runner-up was Aleasha Reich, sponsored by Ken-Pro Limited, the 2<sup>nd</sup> runner-up was Brittany Kroetsch, sponsored by Fionn MacCool's and Connect Tech Inc., the 3<sup>rd</sup> runner-up was Holly Wiseman, sponsored by the Kitchener-Waterloo Humane Society, and the 4<sup>th</sup> runner-up was Erika Gmeindl, sponsored by Syd Vanderpool Boxing.

The Miss Oktoberfest Gala Ball is proudly sponsored by Pfaff/Porsche of London, The Record, The Boardwalk, Jim McIntyre – Re/Max Solid Gold, Goligers Travel Plus, Kurtis Sales Ltd. and Molson Canadian.

#### **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 40 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.

- 30 -

#### **For additional information:**

##### **Mark Kreller**

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

