



## **Kitchener-Waterloo Oktoberfest announces a tent-shaking concert line-up!**

### **Our Lady Peace to headline Oktoberfest Rocks the Tent**

(Kitchener-Waterloo, Canada – August 16, 2010) – Kitchener-Waterloo Oktoberfest will once again be the place where polka meets rock, as festival organizers announce yet another stellar line-up of Canadian artists for the festival's two main concert events. Canadian music icons *Our Lady Peace* will headline ***Oktoberfest Rocks the Tent*** at Concordia Club on Saturday, October 2<sup>nd</sup>; setting the stage for a night of tent-shaking music and a full Kitchener-Waterloo Oktoberfest experience a week before the festival officially opens! On Sunday, October 10<sup>th</sup>, Rocktoberfest9 will bring together the polka stylings of Walter Ostanek with the rock sounds of Canadian headline act illScarlett and special guest KO.

Tickets for both events go on sale on Friday, at [www.oktoberfest.ca](http://www.oktoberfest.ca) or [www.ticketweb.ca](http://www.ticketweb.ca), by phone at 1-888-222-6608, or in person at the Hans Haus, 17 Benton Street, Kitchener. Must be legal drinking age.

“We were thrilled to be able to offer performances by such outstanding Canadian musical acts,” says Larry Blundell, Executive Director, K-W Oktoberfest Inc. “Our Lady Peace are icons of music known around the world, and there’s no doubt the tent will be rocking at Concordia Club that night. illScarlett are always a crowd favourite, and will bring a lot of energy to the Rocktoberfest stage.”

### **OKTOBERFEST ROCKS THE TENT – Saturday, October 2**

Our Lady Peace needs very little introduction. Making music together for over 10 years now, Our Lady Peace has surpassed Platinum sales status in Canada and have sold over 5 million albums worldwide. They have won four Juno awards, The Much Music Awards and have shared the stage with Jimmy Page, Robert Plant, The Rolling Stones, Van Halen, Faith No More, The Goo Goo Dolls, The Ramones, Stone Temple Pilots and Alanis Morissette.

When they take the stage at ***Oktoberfest Rocks The Tent***, Our Lady Peace will blend the best of rock'n'roll with the ‘Ultimate Kitchener-Waterloo Oktoberfest Experience.’ The evening event will also include a performance by festival favourite The Black Forest Band on a second stage, as well as all the festhellen staples that festival-goers come to expect from Canada’s Greatest Bavarian Festival.

## **ROCKTOBERFEST9 – Sunday, October 10**

illScarlett's hardcore DIY ethic worked as an effective tool to get the band noticed from the get go. Using old school methods (tirelessly touring) and new technologies (MySpace, YouTube, facebook etc.) to initiate the groundswell illScarlett manufactured a solid fan base. The story goes that a few years ago, they pulled into the Van's Warped Tour parking lot, fired up a generator and started playing for the people lined up for the concert with the hopes of selling some of the bands independent, self financed EP's . This got the attention of Warped founder Kevin Lyman, who invited them to play his nightly post-show party. They killed it, have been guests of the warped tour ever since and we'd like to say 'the rest is history'.

"We are super pumped to be part of Oktoberfest once again," said band member Swav Pior. "Last time was we didn't know what to expect. Now that we're trained and ready, we'll be taking this party to the next level!!"

### **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.

- 30 -

### **For additional information:**

#### **Larry Blundell**

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

