



Kitchener-Waterloo Oktoberfest Announces the Media Meister for 2012 and the 2012 Parade Grand Marshal

(Waterloo Region, Canada – September 26, 2012) – Kitchener-Waterloo Oktoberfest is pleased to announce the 2012 Media Meister, sponsored by Digital North, and the Parade Grand Marshal for the 2012 Thanksgiving Day Parade!

This year's Parade Grand Marshals are Scott Cozens and Sheldon Smithens, hosts of the popular History Channel program *Canadian Pickers*.



(L – R) Sheldon Smithens and Scott Cozens

About Scott Cozens

What began as a childhood hobby has since grown into a lifelong pursuit for passionate picker **Scott Cozens**. Once a journeyman electrician who now works as a full-time Alberta lawyer, Scott loves leaving the office behind to head out on a no-holds-barred picking expedition. And, with his keen eye for detail and a soft spot for 20th Century Collectibles, can scan a room for treasure in no time flat!

Sheldon Smithens

A third generation antiques dealer, auctioneer and appraiser by trade **Sheldon Smithens** has an encyclopaedic knowledge of everything rare and collectible, and teaches continuing education courses in antiques collecting at the University of Calgary. With his particular interest in fine antiques and anything involving Canadian history, Sheldon loves to get his hands dirty and dive into a good pick. But as much as he enjoys the thrill of the hunt, he's just as passionate about the people and stories he encounters along the way.

"I'm interested in people as much as their stuff," Sheldon says. "Often we end up as friends, and friends sometimes get to see what's hidden in the attic."

Now in its third season, *Canadian Pickers* take hosts Scott and Sheldon on an incredible coast-to-coast adventure rummaging through barns, basements, and attics, in search of the perfect pick.

Scott and Sheldon will make appearances as special guests of the Kitchener Opening Ceremonies at Kitchener City Hall on Friday, October 5th, and will appear in the Oktoberfest Thanksgiving Day Parade on Monday, October 8th at 8:30am.

2012 Media Meister Announced

The Media Meister is the winner of a challenge for radio stations to get creative and come up with a Kitchener-Waterloo Oktoberfest version of a popular song that reflects the genre of their station. This year the station that can declare themselves the 2012 Media Meister is KFUN 99.5 FM, whose song

“Okto-Bladi Okto-Blada,” a spoof on Oh Bladi Oh Blada by The Beatles, can be heard on the Morning Show. This Media Meister challenge, sponsored by Digital North, was announced at Media Night on Wednesday, September 26th at Chicopee Haus. The Media Meister will appear in the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade on Monday, October 8th.

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 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