

MEDIA RELEASE
For Immediate Release



**Kitchener-Waterloo Oktoberfest's \$3000 Hidden Treasure
discovered in Kitchener's Lakeside Park**

(Kitchener-Waterloo, Canada – October 15, 2010) – For 19 days Kitchener-Waterloo treasure hunters have been scouring the area for a hidden key worth \$3,000! The key unlocks King Ludwig's Treasure Chest and the annual search for the loot is one of the highlights of Kitchener-Waterloo Oktoberfest.

Festival organizers have announced today that the key to the valuable treasure chest was found in Lakeside Park by Jason Bartlett of Kitchener.

Bartlett, and hundreds of other treasure hunters, followed a trail of clues given each weekday by KIX 106.7 FM and The Waterloo Region Record. Previously released clues were on display at M&M Meat Shops, Newtex locations and Hans Haus. Eager hunters who visited these locations also got to fill out a ballot to win daily draws for \$100 Manulife Bank Bucks, redeemable in merchandise from Hans Haus on 17 Benton Street, in Kitchener.

Over 50 charitable organizations, community services and cultural programs in Waterloo Region are invigorated by proceeds generated through Kitchener-Waterloo Oktoberfest, now in its 42nd year.

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 485 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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