

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



**Kitchener-Waterloo Oktoberfest's \$3000 Hidden Treasure  
Discovered in McLennan Park, Kitchener**

(Waterloo Region – October 5, 2012) – For 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 Kitchener at McLennan Park by Nancy Kennedy of Kitchener.

Nancy Kennedy, 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, The Waterloo Region Record, KIX 106.7 FM, UpTown Waterloo BIA, and the Kitchener-Waterloo Oktoberfest Official Retail Store. 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 Kitchener-Waterloo Oktoberfest Official Retail Store located 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 44th 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 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

