



**Kitchener-Waterloo Oktoberfest Returns to Chicopee!**  
*Celebration hosted by Chicopee Haus*

(Kitchener-Waterloo, Canada – September 21, 2011) – Kitchener-Waterloo Oktoberfest is expanding its impact on the Regional community with a new accredited Festhalle at Chicopee Ski Club! This represents the return of Chicopee as a festhalle, which last operated in the 1970's in partnership with Kitchener-Waterloo Oktoberfest.

Chicopee Haus will operate on Saturday, October 8<sup>th</sup> and 15<sup>th</sup> during the Festival at Chicopee Ski & Summer Resort, 396 Morrison Road, Kitchener.

“We are excited to return to Oktoberfest in 2011 as an accredited Festhalle, and build upon the success of the past,” says Bill Creighton, Executive Director and COO of Chicopee Ski & Summer Resort. “Chicopee Haus will feature all the traditional German offerings for food, beverage and entertainment; but also top it up with a variety of unique events, activities and surprises.”

“We are thrilled to officially bring Chicopee Ski Club onboard this year. The new festhalle brings the total to 18 throughout the region,” says Mark Kreller, the Executive Director for K-W Oktoberfest Inc. “It will be wonderful to see the Spirit of Gemuetlichkeit take hold of the community at Chicopee Haus. They are working very hard at developing a ‘unique Oktoberfest experience’ at their hall.”

Lori McCrae, Manager of Business Development for Chicopee Ski & Summer Resort, says that Chicopee Haus will provide a whole new Kitchener-Waterloo Oktoberfest venue; “The backdrop of a ski hill provides a perfect setting for a Bavarian alpine experience. Our outside deck will be open for patrons to enjoy, in addition to our large indoor rooms – Chicopee Hall and The Silvertip Lounge. In addition to all of this, the first 150 to arrive get an Oktoberfest pin, German Sausage and Molson Canadian Sample. This is a party you won't want to miss!”

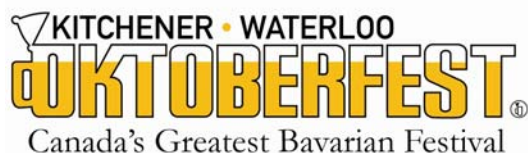
Tickets for this event, as well as information on the schedule of events, entertainment and hours of operation, are available now on Chicopee's website at [www.discoverchicopee.com](http://www.discoverchicopee.com) or through the Kitchener-Waterloo Oktoberfest website [www.oktoberfest.ca](http://www.oktoberfest.ca). Mark your calendars for this inaugural Chicopee celebration.

The Kitchener-Waterloo Oktoberfest is the largest Bavarian festival in North America, and annually has a \$21 million direct economic impact on the Region.

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**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 \$21.1M annual 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.

**For additional information:**

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