



Kitchener-Waterloo Oktoberfest Turns off the Taps and Closes the Kegs for Another Year

(Kitchener-Waterloo, Canada – October 17, 2010) – Kitchener-Waterloo Oktoberfest officially ended for another year with Closing Ceremonies at the Transylvania Club last night. Festival organizers and guests looked on as the ceremonial keg was sealed to await the 2011 Festival opening in a year's time. As the clean up continues downtown this morning, Festival President Paul Buttinger counts off the many successes of the 2010 year.

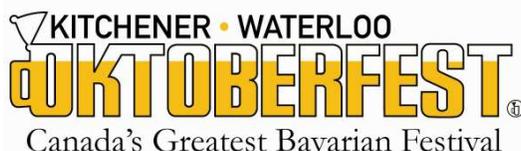
“I am very proud of what we have accomplished over the last year,” said Buttinger, who ends his second and final year as President with this festival. “This year we brought the Spirit of Gemuetlichkeit to Cambridge and Elmira with new festhallen, and we launched a number of new events and initiatives. I think we've been very successful in building on the momentum of the last few years, and it's clear our Festival is heading into an era of growth.”

With great weather to welcome the festival's return, the Kitchener Opening Ceremonies were well attended and kicked off nine-days of festing with the ceremonial keg tapping by Buttinger and Miss Oktoberfest 2010 Meghan Hennessey.

The core events and activities of the festival drew crowds to the festhallen, to downtown Kitchener and to venues and events all across the region, spreading the Spirit of Gemuetlichkeit to over 700,000 festival participants.

It started early with Oktoberfest Rocks the Tent featuring a great performances by Our Lady Peace. The next morning the inaugural Tour de Hans welcomed over 100 cycling enthusiasts to a 100km race and ride around the Region. In Cambridge, Mayor Doug Craig hosted the inaugural Cambridge Council's Oktoberfest Luncheon. After the keg was tapped, events like the Downtown Oktoberfest Experience, Oktoberfest Idol and the 2nd Annual Onkel Hans 5K Fun Run continue to attract new groups of festival goers to the Kitchener-Waterloo Oktoberfest experience!

Rocktoberfest9 was a festhalle-shaking event again this year, with illScarlett, KO, and Walter Ostanek taking the stage on October 10 at Altes Muenchen Haus. And the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade attracted large crowds despite the rainy weather, and welcomed Fred Ewanuick as Parade Grand Marshal for 2010.



While it remains to be seen how the festival will fare financially for this year, if satisfied customers were the measure for success, then this will be a boom year. Festhallen were reporting increases in ticket sales before the festival had even begun.

“Between the crisp fall weather and the great crowds, we couldn’t have asked for more,” says Buttinger. “I’m so proud of what our volunteers have accomplished this year, and I’m already excited for next year.”

The 2011 Festival will run from October 7 – 15.

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.

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