



Kitchener-Waterloo Oktoberfest named Ontario Event of Distinction

(Kitchener-Waterloo, Canada – March 11, 2010) – Kitchener-Waterloo Oktoberfest once again received top honours from the festival industry at the Festivals and Events Ontario annual conference in Ottawa, marking the continued success of the festival as one of Ontario’s marquee events.

The Honourable Mr. Michael Chan, Minister of Tourism and Culture was in attendance to welcome guests and announce the 2010 Festivals and Events of Distinction. Kitchener-Waterloo Oktoberfest was included among only 20 festivals and events across the province who received this recognition. Among them were the Canadian National Exhibition, the Toronto International Film Festival and Cisco Ottawa Bluesfest.

According to the Ontario Ministry of Tourism, 93% of recreational travelers are seeking cultural and entertainment experiences, such as festivals and events, when they plan a vacation. Over the past two years, approximately 2,000,000 people who visited a festival or event say it was the primary reason for their vacation.

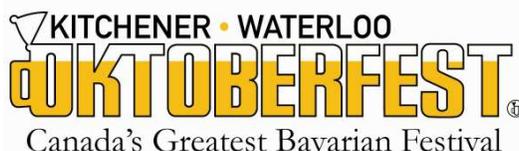
Festivals & Events Ontario (FEO) also announced the Top 100 Festivals and Events in Ontario. Sponsored by VIA Rail Canada, The Top 100 Festivals and Events in Ontario designation is presented to a select few of more than 2,000 that occur annually within the province. Kitchener-Waterloo Oktoberfest has held the Top 100 honour every year since the Award was created in 2001.

“Kitchener-Waterloo Oktoberfest strives not only to be one of the top festivals in the country, but also to ensure that we are constantly providing good value for your tourism dollar,” said Executive Director Larry Blundell.

“With so many options for the festival-goers here in Ontario, it can be hard to know which festivals and events offer the most rewarding experiences. As the provincial Association for this industry, we believe it is our responsibility to set these standards and present the results to our consumers in an easily accessible and recognizable brand,” states FEO’s President, Sarah Wood.

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.

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