

MEDIA RELEASE
For Immediate Release



Chase the Chicken Down the Parade Route in the Onkel Hans 5K Fun Run!

Run for fun! Run for Sport! Run because you Care!

(Kitchener-Waterloo, Canada – October 5, 2011) – On Monday, October 10th, kick-off the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade and participate in the Onkel Hans 5K Fun Run. The race will begin at 8:30 am on King and William Streets in Waterloo, and run right down the Parade route, finishing at the Kitchener Auditorium where participants will be whisked away to a post-race party at the Schwaben Club.

Participants are encouraged to come dressed in crazy Oktoberfest costumes, traditional or fun, and ‘Chase the Chicken’ down the Parade Route, in front of thousands of spectators gathered for the Parade! The winners of the Onkel Hans 5K are whisked back to the start to ride in the Thanksgiving Day Parade.

Register online at www.oktoberfest.ca under the Family & Cultural Events tab. Register as an individual for \$35.00, or as a family of four for \$100.00. Join the Moose Winooski’s Corporate Team Challenge and register four people for \$150.00, with a Moose Winooski’s prize package going to the team that raises the most pledges.

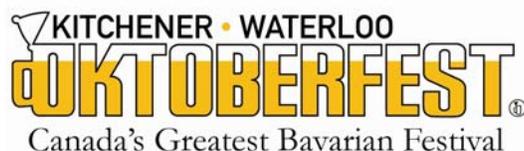
Proceeds from the race support the Home Caregiver’s Programme of The Order of St. Lazarus of Western Ontario; which provides essential physical, spiritual, emotion, legal and financial information to those who are giving care to their loved ones who are seriously ill at home.

Don’t want to run? Come out early to cheer on the runners and get a great spot for the Parade!

This event is proudly sponsored by St. John Ambulance, KFUN 99.5 FM, World Gym, Moose Winooski’s, Webco Sports, Bravada Communications, Aberdeen Homes, Target Therapeutics, the City of Waterloo, 2D Studios and Kitchener-Waterloo Oktoberfest.

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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For additional information:

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