

MEDIA RELEASE
For Immediate Release



Oktoberfest Idol Revamped! ***Sing, Strum or Dance Your Way to Stardom***

(Kitchener-Waterloo, Canada – September 6, 2011) – Oktoberfest Idol has adopted a new format for 2011. No longer just a one-day event, Oktoberfest Idol will now include a formal audition process and final competition. We've also opened up Oktoberfest Idol to more entrants by adding a dancing component to go along with our traditional singing competition. To register, visit the K-W Oktoberfest Inc. office at 17 Benton Street by Sunday, September 18th. Auditions will be held on Sunday, September 25th and successful applicants will compete for "Idol" status on-stage at The Conrad Centre for the Performing Arts on Saturday, October 8th.

Contest Details

NEW Pre-registration to be done through K-W Oktoberfest Inc. office (17 Benton St., Kitchener, ON or 519-570-4267) by **Sunday, September 18, 2011**.

NEW Pre-auditions: Sunday, September 25th at the Renaissance School of the Arts (no spectators permitted at auditions); audition times to be booked once Registration form received in office.

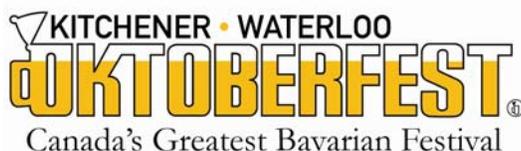
NEW Dancing or Singing Competition! Instruments can be used while singing.

Contestant Fee: \$20 Idols, \$10 Junior Idols

Come out and cheer on Kitchener-Waterloo's finest, as singers and dancers, both young and old, vie for the title of 'Oktoberfest Idol'! Please go to www.oktoberfest.ca to download the Registration Form.

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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