



## **Kitchener-Waterloo Oktoberfest crowns Miss Oktoberfest 2010**

(Kitchener-Waterloo, Canada – October 2, 2010) – At a gala black tie event, Meghan Hennessey, sponsored by Caliber Contracting, was crowned Miss Oktoberfest 2010, making her the 42<sup>nd</sup> Miss Oktoberfest since the festival's inception.

For the past seven years, the search for the Ambassador for Canada's Greatest Bavarian Festival has been a combing of Waterloo region and surrounding communities. This year's search invited young women who met the stringent criteria to submit their nominations for Miss Oktoberfest, a role that not only serves as an ambassador for the festival, but as a role model for other young women in the region.

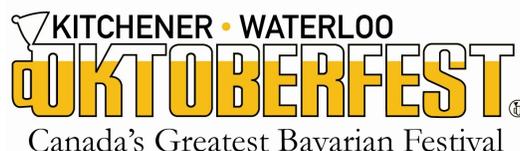
Says Larry Blundell, "We are very pleased to announce Meghan Hennessey as Miss Oktoberfest 2010. We had 11 very talented, very impressive young women in contention for consideration. The search for Miss Oktoberfest identifies someone who can be a role model for young women and who can represent our community and our festival as one of its lead ambassadors in the best possible light.

"It was a difficult decision, but through the selection process, our judges determined that Meghan would best serve our festival and our community as she fulfills the requirements of the role," says Blundell.

Meghan is a Kitchener girl graduating from Eastwood Collegiate and University of Waterloo with a Bachelor of Arts Degree in Speech Communication. She then worked a year at Research in Motion as a Beta Project Specialist and was accepted into The Master of Business Entrepreneurship and Technology at UW in 2009.

In November of 2009, Meghan set up her own company, Lime Events, specializing in weddings, parties and corporate events. Meghan also contributes to the community with the Heart and Stroke Foundation, Junior Achievement and the UW Competitive Dance Team; where she had previously volunteered as a coach while attending university.

"I am looking forward to my role as Miss Oktoberfest for the coming festival, knowing it will be both busy and exciting. I will take great pride in representing a "trademark" of the Greatest Canadian Bavarian Festival."



Miss Oktoberfest is a favourite among the thousands of school children she comes in contact with during the festival; as well as, through the more than 125 appearances she makes each year, including the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade. In fact, she is the second most requested VIP, surpassed only by the Kitchener-Waterloo Oktoberfest mascot Onkel Hans.

Miss Oktoberfest 2010 was crowned by outgoing Miss Oktoberfest 2009, Jessica Wulff, in front of a crowd of over 500 guests at the black-tie Miss Oktoberfest Gala Ball.

The 1<sup>st</sup> runner-up was Kate Surtees, sponsored by Voila Salon & Spa. and the 2<sup>nd</sup> runner-up was Cheryl Emrich, sponsored by Scallan Events Inc.

The Miss Oktoberfest Gala Ball is proudly sponsored by The Waterloo Region Record, Libro Financial, Forbes Automotive Family, Jim McIntyre – Re/Max Solid Gold, Sysco Food Services, Pam Wideman Photography and Molson.

### **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 40 not-for-profit organizations. The festival is operated by eight year-round full-time staff, over 485 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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### **For additional information:**

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