



## Kitchener- Waterloo Oktoberfest Announces Thanksgiving Day Parade Route Change

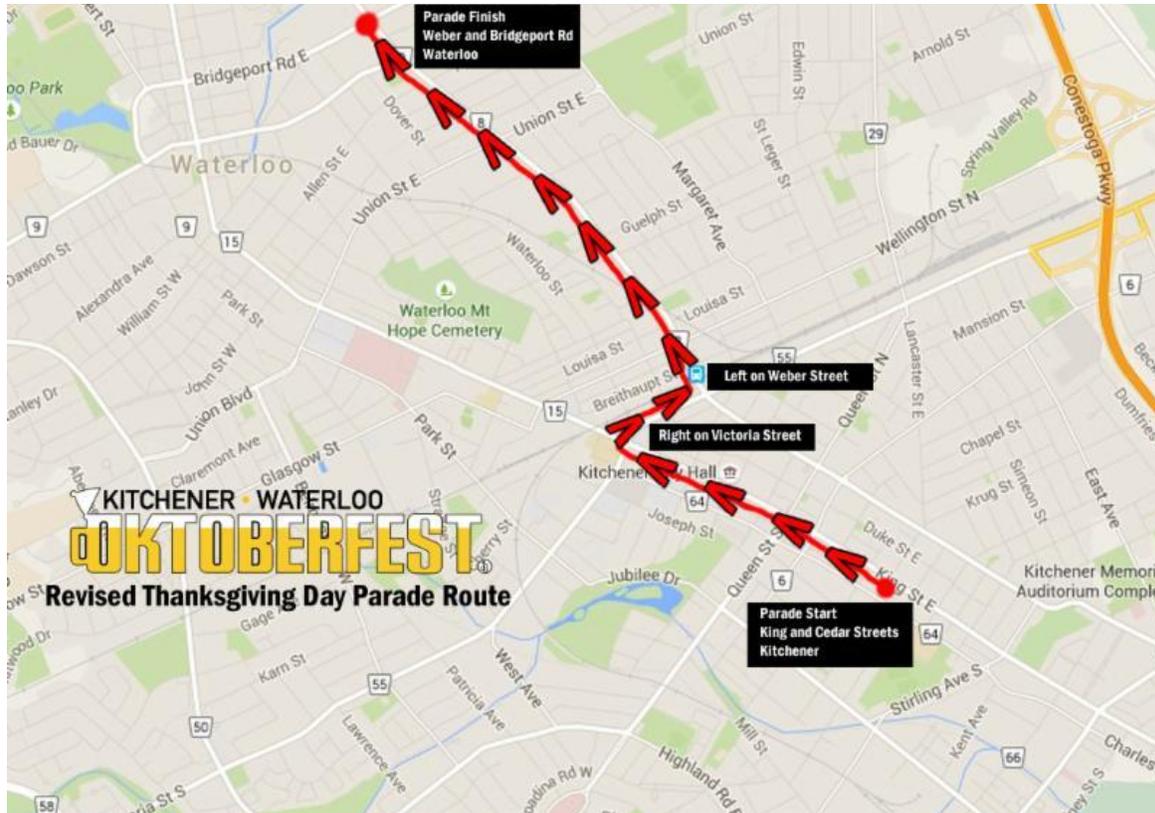
(Waterloo Region, Canada - May 13, 2015) - Waterloo Region is known the world over as a community where innovation and forward-thinking flourishes. The development of the LRT is part of that innovation as we take our community into the next phase of its growth and development.

Much like Waterloo Region itself, Kitchener-Waterloo Oktoberfest is built on tradition, but flourishes because of innovation and forward thinking. Over the past 47 years, the festival has survived in the changing landscape of Waterloo Region by adapting to the times.

We at Kitchener-Waterloo Oktoberfest are excited to be a part of the change that will take our community and our festival to its next milestone, and see what a positive impact the LRT will have on our vibrant region in years to come. We are prepared to be a part of this positive movement forward.

Due to the construction on King Street in Waterloo we have had to alter the route of our Oktoberfest Thanksgiving Day Parade. We will now **start in Kitchener** and **end in Waterloo**. On Monday, October 12, 2015, the NEW Parade Route will be as follows:

- Start time is 8:45 am commencing from the intersection of King and Cedar streets in Kitchener
- The Parade will continue along King Street to Victoria Street where it will hang a Right Turn
- It will continue on Victoria Street and then hang a left on Weber Street
- The Parade will continue on Weber Street to its new final destination of Weber and Bridgeport Road.



The change in direction was made because we have great staging sites in Kitchener at the start of the new route, and to give our friends in Waterloo more time to work out the details of parking, road closures and finding a new spot on the route to continue enjoying the traditions of family and friends gathering along the parade route.

We ask our partners in the Media to assist Kitchener-Waterloo Oktoberfest in spreading the word about these changes. By sharing this news with your viewers/readers/listeners, we can ensure everyone in the region is fully aware of the new Parade route by Monday October 12, 2015.

Our Friends at the Lions Club of Kitchener will also use our route for their Santa Claus Parade in November.

### **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's 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 500 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.

- 30 -

**For additional information:**

**Dave MacNeil**

Executive Director

K-W Oktoberfest Inc.

519-570-4267 ext. 222

[davem@oktoberfest.ca](mailto:davem@oktoberfest.ca)