



For Immediate Release

**OKTOBERFEST HAUS @ LOT42 NEWEST FESTHALLE FOR 50TH ANNIVERSARY
Tickets on sale now for new Kitchener-Waterloo Oktoberfest venue**

(Waterloo Region, ON, Canada – May 16, 2018) [Kitchener-Waterloo Oktoberfest](http://www.kwoktoberfest.ca), a not-for-profit organization, is thrilled to announce the opening of Oktoberfest Haus @ LOT42 - Global Flex Campus. Oktoberfest Haus @ LOT42 will be open six days of the festival. The venue will also be home to a number of other Kitchener-Waterloo Oktoberfest events including the Miss Oktoberfest Gala Ball, A Blooming Affair Fashion Show and the Women of the Year Awards.

The over 5,000-person capacity venue will represent the festival as another landmark destination in the community. As a festhalle, Oktoberfest Haus @ LOT42 will be designed from the ground-up to emulate the festival in Munich, Germany, from games and entertainment, to food and decor.

Tickets for Oktoberfest Haus @ LOT42 go on sale Wednesday, May 16th at 10am and will be available for purchase online <http://store.kwoktoberfest.ca> and through the Kitchener-Waterloo Oktoberfest Official Retail Store.

“Oktoberfest Haus @ LOT42 will be a destination - an experience - within our community,” said Alfred Lowrick, Executive Director of K-W Oktoberfest Inc. “We’re excited to give our fest-goers the opportunity to experience the spirit of Gemütlichkeit with every step they take through this exciting new Festhalle.”

The launch of Oktoberfest Haus marks the 50th Anniversary of the festival as a staple of the community that will promote vitality in the festival for another fifty years to come. The initiative represents new partnership opportunity for local German Clubs, Festhallen and corporate partners, as well as a renewed opportunity for community partnerships with a goal to increase dollars back into Waterloo Region non-profit organizations. Packages outlining these opportunities will be made available soon.

“Oktoberfest Haus @ LOT42 offers a new venue to welcome many of the hundreds of thousands of friends who come to participate in our festival each year. This exciting new location allows the festival and our organization to continue to engage our Festhallen partners in valuable ways, and ensure our festival will be enjoyed by a new generation for another 50 years,” said Margo Jones, 2018 Festival President of K-W Oktoberfest Inc.

“We’re looking forward to a long term relationship with Kitchener-Waterloo Oktoberfest,” said Patrick Doyle, Managing Partner at LOT42 - Global Flex Campus. “This new opportunity ushers in a new level of community interaction for LOT42 and we are excited to partner with one of Canada’s most recognizable festivals.”

More details about Oktoberfest Haus @ LOT42 will be released in the coming months regarding community partner packages, VIP opportunities, entertainment, and more! Join the newsletter list to be the first to know by visiting www.oktoberfest.ca.

To purchase tickets for
Oktoberfest Haus @ LOT42, visit
<http://store.kwoktoberfest.ca/buy-tickets/oktoberfest-haus>



About Kitchener-Waterloo Oktoberfest

Kitchener-Waterloo Oktoberfest is Canada’s Greatest Bavarian Festival. The not-for-profit organization was founded in 1969 by a group of volunteers committed to contributing to the social and economic vitality of Kitchener and Waterloo, Canada. Kitchener-Waterloo Oktoberfest annually provides \$22.5 million of economic benefit to the community, while not-for-profit organizations associated with the festival raise an additional \$1.5 million each year for their cause. Hosted in the twin cities because of the strong German heritage, Kitchener-Waterloo Oktoberfest celebrates German food, music, fashion, and more! The nine-day festival runs every October and is operated by eight year-round full-time staff, over 450 volunteers, and 1,300 community and service club volunteers. Kitchener-Waterloo Oktoberfest is one of the top three most recognized event brands in Canada. For more information visit www.oktoberfest.ca.

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Media Contact:

Alfred Lowrick
Executive Director – K-W Oktoberfest Inc.
alfredl@oktoberfest.ca
519-570-4267 x222

Media
media@oktoberfest.ca
519-570-4267
www.oktoberfest.ca