



## **K-W Oktoberfest Inc. welcomes Alfred Lowrick as new President for 2015-16 Festivals**

(Kitchener-Waterloo, Canada - February 18, 2015) - Alfred Lowrick, the newly inaugurated President of K-W Oktoberfest Inc., began his term yesterday by addressing an audience of board members, volunteers, city officials and community partners at the Annual General Meeting held at the Crowne Plaza Kitchener-Waterloo.

During the Annual General Meeting, outgoing president Harry Vogt reviewed the highlights of the 46th annual Festival and officially handed over the reins to Alfred Lowrick, who ushered in the 2015 Board of Directors. Mr. Lowrick then outlined his vision for the coming year of Canada's Greatest Bavarian Festival....

***"...to continue to evolve and grow our festival; to put forth a conscious effort to exceed all aspects of our festival customer's experience and to continue to keep Kitchener-Waterloo Oktoberfest a respected and valued partner of our Community."***

*Our new President also shared what he felt were the key values he wanted to embrace.*

***"....Passion for the Festival, Creativity & Innovation, Leadership Development, Building of Strong Relationships; as well as, the pragmatic side of always being ready to take full advantage of opportunities. These values are in abundance in our volunteers, and will be further encouraged."***

Yesterday's meeting also included Dave MacNeil's Executive Director report, which highlighted opportunities he would like to see this coming year...

***"...building stronger relationships this year with our civic stakeholders, our sponsors, our Festhallen partners, our volunteers, Chairs, Board members and our newly elected President, Alfred Lowrick...and always welcoming community feedback and input on how we can serve you better."***

The dates for the 2015 Kitchener-Waterloo Oktoberfest are October 9th - 17th.

### **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 450 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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