



Kitchener- Waterloo Oktoberfest brings the Rogers Hometown Hockey Tour to Canada's Greatest Bavarian Festival

(Waterloo Region, Canada - June 2, 2015) - Kitchener-Waterloo Oktoberfest is proud to announce the 2015-2016 **Rogers Hometown Hockey Tour** will be kicking off its second year at Canada's Greatest Bavarian Festival, in Downtown Kitchener, on Thanksgiving Weekend.

Kitchener-Waterloo Oktoberfest and the Rogers Hometown Hockey Tour will provide a weekend of free outdoor hockey festivities for all ages, culminating in an outdoor viewing party of an NHL game broadcast on Sunday, October 11th. Ron MacLean will be hosting live onsite from the Sportsnet Mobile Studio, in front of Kitchener City Hall. It will be a celebration of our National Sport and our local German Heritage, truly the best of both worlds, as we kick off the 47th annual Festival.

"Kitchener-Waterloo Oktoberfest will be bringing the Spirit of Gemuetlichkeit to the Hockey Festivities" said **Dave MacNeil, Executive Director K-W Oktoberfest Inc.** "We will be adding some of the Festival's most popular events to the Rogers Hometown Hockey Tour experience in downtown Kitchener. The OktoberFEAST Food Truck Event will take place October 9-11 and will feature several of the Region's most popular Food Truck vendors. In addition, FUSSTOBERFEST, our human foosball tournament, will be there to add some more excitement".

Kitchener-Waterloo is steeped in Hockey history, passion and tradition. The Rogers Hometown Hockey Tour will let the rest of the country know about our Region's contributions to the game we love. Here are just a few:

- The Bauer Skate factory started in this community in 1927.
- Local boys Dumart, Bauer and Schmidt formed "The Kraut Line," while playing for the Boston Bruins in the 30's and 40's, widely considered to be one of the greatest lines in NHL History.
- The Kitchener Rangers are one of the most respected CHL franchises across Canada. Many past and present NHL players have called Kitchener home at some point, and 5 members of the Hockey Hall of Fame began their careers wearing Ranger Blue.

"The City of Kitchener is thrilled to have been chosen for the launch of Rogers Hometown Hockey's second season. There is nothing more quintessentially Canadian than the good 'old hockey game, and Kitchener has a long and proud hockey

history,” said **Mayor Berry Urbanovic**. “We look forward to showcasing the energetic, vibrant and dynamic city that Kitchener is, during our most prolific and internationally acclaimed event - Kitchener-Waterloo Oktoberfest. I have no doubt Rogers Hometown Hockey will see their greatest community turnout yet!”

More details about the Hometown Hockey Tour will be made available over the next few months at www.oktoberfest.ca and www.hometownhockey.com.

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.

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