



Kitchener-Waterloo Oktoberfest crowns Miss Oktoberfest 2016



(Waterloo Region, ON – September 30, 2016) – At a gala black tie event, Vanessa Buttinger was crowned Miss Oktoberfest 2016, making her the 48th Miss Oktoberfest since the festival’s inception. Vanessa was sponsored by Shopify Plus.

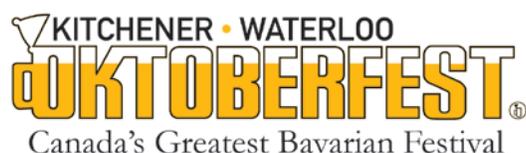
For the past 13 years, the search for the Ambassador for Canada’s Greatest Bavarian Festival has stretched from Waterloo Region to surrounding communities. This year’s search invited young women, who met the stringent criteria, to submit their nominations for Miss Oktoberfest; a role that not only serves as an ambassador for the festival, but as a role model for other young women in the region.

Kitchener-Waterloo Oktoberfest Executive Director Dave MacNeil says, “We are very pleased to announce Vanessa as Miss Oktoberfest 2016. We had 11 very talented, very impressive young women in contention this year. The search for Miss Oktoberfest identifies someone who can represent our community and our festival, as one of its lead ambassadors at more than 150 appearances throughout the year.”

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

A lifelong resident of Kitchener-Waterloo, Vanessa has recently completed her Bachelor of Business Administration Program at Laurier, and was President of the Lazaridis Students’ Society in her third year. During her time as President, the Society executed some of the largest events in the organization’s history and introduced many new benefits to students.

Since graduation, Vanessa has decided to stay in Waterloo Region to work as a Business Development Representative at Shopify Plus. In this role she works with enterprise level merchants currently processing millions of dollars through their online retail businesses.



Vanessa has been involved with Kitchener-Waterloo Oktoberfest since being a child, from watching the parade with her family, to eventually walking the route with the Maypole float. Her family has volunteered with the Festival for years and attending Family Day events with her Father is a tradition that she cherishes. She has been a member of the Gemuetlichkeit Committee and this year sits on the Oktoberfest 5K Fun Run Committee. She takes great pride in the Kitchener-Waterloo community and firmly believes that Oktoberfest is so much more than a giant party, it is a cultural and family event that brings us all together.

Vanessa is excited to begin her time as Miss Oktoberfest and to represent the community in a role that means so much to her. Growing up in Kitchener-Waterloo, she has always enjoyed the Festival and admired Miss Oktoberfest.

Miss Oktoberfest is a favourite among the hundreds of school children she comes in contact with during the festival, 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 2016 was crowned by outgoing Miss Oktoberfest 2015, Holly Pearson, in front of a crowd of close to 500 guests at the black-tie Miss Oktoberfest Gala Ball, presented by Pfaff Porsche Porsche of London.

The 1st runner-up was Ashley Flynn, sponsored by Breeze Max Web, and the 2nd runner-up was Kristin Flannigan, sponsored by Michael Harris MPP Kitchener-Conestoga.

The Miss Oktoberfest Gala Ball is proudly presented by Pfaff Porsche Porsche of London, and sponsored by Heineken, Strong Bow Cider, The Record, Kurtis Jewellers, Van Del Contracting, Morell Kelly Accident, Injury & Disability Law, Sherwood Systems, Hattle Framing, Ethel Tech, Alexandria's Shoes, Sophie's Gown Shop, IMPG, Peter Schneider REMAX Solid Gold, Bare Essentials, Brentwood Livery, Sylvia Pond Photography, Fresh Look Design, and Blitzen.

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 480 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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