

MEDIA RELEASE
For Immediate Release



Kitchener-Waterloo Oktoberfest helps the Food Bank of Waterloo Region spread the Spirit of Thanksgiving with the Onkel Hans Food Drive

(Waterloo Region, ON – October 9, 2017) – Today the Food Bank of Waterloo Region and Kitchener-Waterloo Oktoberfest came together to help those in need while enjoying the tradition of the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade.

Alfred Lowrick, Interim Executive Director of K-W Oktoberfest Inc., says, “It’s a great pleasure to announce that we have collected **8,777 lbs** of non-perishable food items along the parade route this year. We also collected **\$8,552 in cash**, on the route and through on-line donations, which will be used to purchase additional food. We are so proud of Kitchener-Waterloo for opening up both their hearts and their wallets for the Food Bank of Waterloo Region.”

“Kitchener-Waterloo Oktoberfest is a highlight in our community every Fall,” says Wendi Campbell, Executive Director of The Food Bank of Waterloo Region. “It’s also a great example of collaboration. Thank you to Kitchener-Waterloo Oktoberfest, Waterloo Nissan, Sobeys and Piller’s Fine Foods for helping raise food and funds needed to provide critical food support in Waterloo Region. Thanks to the generous parade supporters and volunteers The Food Bank is on its way to raising enough to provide the more than 400,000 meals needed this Fall.”

The online donation feature, which allowed parade spectators to make donations to the food drive right from their mobile phones, will remain open until the end of the festival on Saturday, October 14. You can find the link at www.oktoberfest.ca.

Since its inception, the Kitchener-Waterloo Oktoberfest Onkel Hans Food Drive has helped provide food for more than 1 million meals provided by emergency shelters, food hampers and community meal programs in Waterloo Region.

Each year local citizens and visitors share with those less fortunate by donating food and cash as part of the Thanksgiving tradition in Kitchener-Waterloo. As over 150,000 people lined the streets to watch the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade, one of the highlights of Canada’s Greatest Bavarian Festival, volunteers from corporate sponsors Sobeys, Waterloo Nissan, Piller’s Fine Foods, CHYM 96.7/ Country 106.7 FM /570 News; Virgin 105.3/KFUN 99.5 and CTV shared their time to collect the donations along the parade route.

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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 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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For additional information:

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