



Kitchener-Waterloo Oktoberfest Elects New 1st Vice President
Alfred Lowrick takes on increased role in Canada's Greatest Bavarian Festival

(Kitchener-Waterloo, Canada – August 27, 2013) – Festival President, Harry Vogt, announced today that Alfred Lowrick has been elected by the K-W Oktoberfest Board of Directors to fill the position of 1st Vice President.

“Alfred’s ongoing dedication to the Festival, his connection to the German community and his strong management experience make him an excellent choice for the future leader of Kitchener-Waterloo Oktoberfest,” says Vogt.

Lowrick has served on the KWO Board of Directors since 2002, most recently as Director of German Heritage. He is keen to take on a greater role in the organization.

“I look forward to contributing to the Festival’s ongoing success, moving it forward and continuing the tradition of German heritage in Kitchener-Waterloo,” says Lowrick. “I have a passion for community service, so it’s an honour to be chosen to fill such a significant role in a community-based organization.”

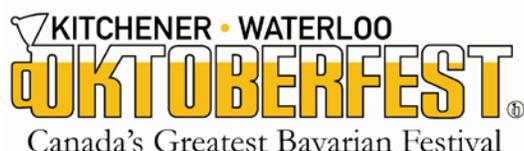
Born and raised in Waterloo Region, Lowrick graduated with an Economics Degree from Wilfrid Laurier University. He began a career with Schneider Foods (now Maple Leaf Consumer Foods) after graduation that has spanned the past 34 years. Lowrick’s current role with Maple Leaf is as Senior Manager – Employee Relations and Communications, which involves managing the company’s extensive reward and recognition programs and employee communications.

Lowrick is heavily involved with the German community and has served as President of the Transylvania Club since 2001. He also sits on various councils including the German Canadian Congress, the Cooperative Council of German Clubs in Kitchener-Waterloo, and participates on several Board of Directors and volunteer committees.

The dates for the 2013 Kitchener-Waterloo Oktoberfest are October 11th – 19th.

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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For additional information:

Dave MacNeil

Executive Director

K-W Oktoberfest Inc.

519-570-4267 ext. 222

