



Kitchener-Waterloo Oktoberfest Receives Top Honours Amongst Industry Peers

(Waterloo Region, Canada – March 3, 2014) – Kitchener-Waterloo Oktoberfest received top honours from the festival industry again this year, marking the continued success of the festival as one of Ontario’s marquee events.

The 2014 Festivals and Events Ontario (FEO) Achievement Awards were announced March 1st at FEO’s Annual Conference in Richmond Hill. Kitchener-Waterloo Oktoberfest was recognized with Best Fundraising Idea for the Onkel Hans Food Drive held during the annual Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade.

In 2013, over 150,000 people lined the parade route and gave generously to the Food Bank of Waterloo Region. Volunteers collected a total of 15, 600 lbs of non-perishable food items and \$14,563 in cash, which was used to purchase additional food. Since 1995, the Onkel Hans Food Drive has raised over 1.5 million lbs of food for the Food Bank.

“Kitchener-Waterloo Oktoberfest strives not only to be one of the top festivals in the country, but also to ensure that we are constantly creating ways to give back to the local community,” says the festival’s Executive Director, Dave MacNeil. “Year after year, we are so proud of our local citizens and visitors for opening up their hearts and wallets for the Food Bank, and sharing the spirit of Thanksgiving with those less fortunate.”

Kitchener-Waterloo Oktoberfest was also named among the Top 100 Festivals and Events for 2014, an honour it has held every year since the Award was created in 2001. In addition to the Top 100 designation, Kitchener-Waterloo Oktoberfest was once again named a “Festival of Distinction”; a title shared with only 23 other festivals and events across the province, which have international draw and represent the leaders of event innovation, operation and longevity in Ontario.

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 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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