

**MEDIA RELEASE  
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## **Kitchener-Waterloo Oktoberfest crowns Miss Oktoberfest 2014**



(Waterloo Region, ON – October 3, 2014) – At a gala black tie event, Lindsay Kalbfleisch was crowned Miss Oktoberfest 2014, making her the 46<sup>th</sup> Miss Oktoberfest since the festival's inception. Lindsay was sponsored by Christine Michaud in memory of Mark Kreller.

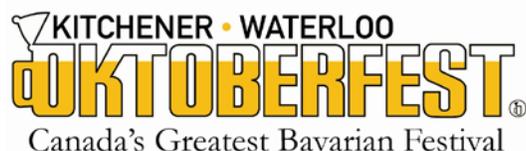
For the past 11 years, the search for the Ambassador for Canada's Greatest Bavarian Festival has stretched from Waterloo Region to surrounding communities. This year's search invited young women who met the stringent criteria to submit their nominations for Miss Oktoberfest, a role that not only serves as an ambassador for the festival, but as a role model for other young women in the region.

Says Dave MacNeil, "We are very pleased to announce Lindsay as Miss Oktoberfest 2014. We had 12 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 Lindsay would best serve our festival and our community as she fulfills the requirements of the role," says MacNeil.

Born and raised in Waterloo Region, Lindsay is currently a student at the University of Waterloo studying Recreation and Leisure. She is passionate about her community-based research that focuses on how to make Kitchener-Waterloo a more inclusive and accepting community.

Lindsay's career ambition is to dedicate her time to understanding the experience of marginalized community members, and work to ensure there are opportunities for everyone to feel connected.



In her spare time, Lindsay enjoys outdoor activities. She loves to escape to Algonquin Park in the summer, to enjoy canoeing, hiking and camping. In April 2014, Lindsay had the opportunity to travel with fellow University of Waterloo students to Mount Everest Base Camp in Nepal, an adventure she will never forget.

Lindsay is excited to begin her time as Miss Oktoberfest, engaging with the community and particularly inspiring other young women to be confident in themselves and their dreams. She has participated in various events at the festival her entire life, and looks forward to welcoming people to the community in her new role.

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 2014 was crowned by outgoing Miss Oktoberfest 2013, Tara Hebblethwaite, in front of a crowd of more than 500 guests at the black-tie Miss Oktoberfest Gala Ball, presented by Porsche of London and Pfaff Porsche.

The 1<sup>st</sup> runner-up was Denise Brown, sponsored by the Concordia Club, and the 2<sup>nd</sup> runner-up was Taylor Gilders, sponsored by the UpTown Waterloo BIA.

The Miss Oktoberfest Gala Ball is proudly presented by Porsche of London and Pfaff Porsche, and sponsored by Molson Coors Canada, The Record, Jay Fencing, Morell Kelly Accident & Injury Law, Collins Formal Wear, Kurtis Jewellers, Fresh Look Design, Sylvia Pond Photography and Hattle Framing Inc.

### **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:**

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