



Kitchener-Waterloo Oktoberfest Receives Top Honours Amongst Industry Peers

(Waterloo Region, Canada – March 9, 2015) – 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 6 at FEO's Annual Conference in Niagara Falls. Kitchener-Waterloo Oktoberfest was recognized with the Best New Festival or Event award for **OktoberFEAST**, held over Thanksgiving Weekend in Waterloo Public Square.

OktoberFEAST was created in 2012 with the goal of bringing the Food Truck phenomenon to Canada's Greatest Bavarian Festival, and the residents of Waterloo Region. In 2014, Kitchener-Waterloo Oktoberfest was thrilled to welcome **Kik** on board as a major sponsor of the event.

"Kitchener-Waterloo Oktoberfest strives not only on being one of the top festivals in the country, but also on ensuring that we are constantly creating events that are appealing to the local community," says the Festival's Executive Director, Dave MacNeil. "We have worked hard over the last couple of years to build our culinary portfolio and OktoberFEAST has been one of our most popular events. It's fun for the whole family and provides delicious culinary offerings from a variety of Food Trucks, from across Southern Ontario. We look forward to seeing how big the event can get over the next few years."

Kitchener-Waterloo Oktoberfest was also named among the Top 100 Festivals and Events for 2015, 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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