



Kitchener-Waterloo Oktoberfest crowns Miss Oktoberfest 2015



(Waterloo Region, ON – October 2, 2015) – At a gala black tie event, Holly Pearson was crowned Miss Oktoberfest 2015, making her the 47th Miss Oktoberfest since the festival's inception. Holly was sponsored by Boston Pizza, Waterloo.

For the past 12 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 Holly as Miss Oktoberfest 2015. We had 11 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 Holly would best serve our festival and our community, as she fulfills the requirements of the role," says MacNeil.

A lifelong resident of Kitchener-Waterloo, Holly has recently completed her Honours Bachelor Degree at the University of Waterloo, with a major in Speech Communication. She has a passion for other cultures and languages, which was fueled by her year spent in Denmark as a foreign student.

Holly's ambition is to be in an area of work where she can use her passion and help others. She enjoys travel and learning other languages, while experiencing new cultures. She hopes to have many opportunities to travel and try new things.

In her spare time, Holly has enjoyed participating and volunteering for community events such as Ride for Refuge, Great Ride and Stride; as well as, being a member of the Kitchener-Waterloo Oktoberfest Marketing Committee for the past year. She takes great pride in the Kitchener-Waterloo community and has actively sought out board and volunteer positions on a variety of local committees.

Holly is excited to begin her time as Miss Oktoberfest and to represent the community in a role that means so much to her. Growing up in Kitchener-Waterloo, she has always enjoyed the Festival and admired Miss Oktoberfest.

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 2015 was crowned by outgoing Miss Oktoberfest 2014, Lindsay Kalbfleisch, 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 1st runner-up was Kolina Tavares, sponsored by the Transylvania Club, and the 2nd runner-up was Melanie Williamson, sponsored by Cameo Models.

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, Kurtis Jewellers, Fresh Look Design, Sylvia Pond Photography, and Sherwood.

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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