



Kitchener-Waterloo Oktoberfest Hosts 3rd Annual Hansie Awards
Awards Ceremony Recognizes Festival Entertainment Favourites and
Outstanding Contributions from Volunteers and Festival Partners

(Waterloo Region, ON – November 12, 2013) – The Festival may be over for another year, but the fun continued for Kitchener-Waterloo Oktoberfest as the winners of a number of Festival awards were announced at the 3rd annual Hansie Awards at the Crowne Plaza Kitchener-Waterloo. The format of the annual awards ceremony included a red carpet entrance, complete with paparazzi, and a Rock your Tracht prize for the most outstanding embellishment to original German Tracht.

★ ***Jack Link's Beef Jerky Ein Prosit Awards*** presented to bands that perform at the festhallen during the festival.

| | |
|--|---|
| Large Band Category (5 Members or more) | The Golden Keys, performing at Schwaben Club |
| Small Band Category (4 Members or less) | Twin City Alpine Echo, performing at Concordia Club Schenke |
| People's Choice (voted via text message) | Seven Castles, performing at Hubertushaus |

★ ***Best In Festin' Awards*** presented to the Festhallen who showed the best Bavarian themes.

| | |
|------------------------|------------------|
| Large Festhalle (+600) | Heidelberg Haus |
| Small Festhalle (-600) | Oberkrainer Haus |

★ ***Jack Link's Beef Jerky Fester's Choice Awards*** as voted on by Festhallen visitors, were presented in the following categories:

| | |
|-----------------|-------------------|
| Best Family Day | Hubertushaus |
| Best Sauerkraut | Transylvania Haus |

★ ***Family & Cultural Events*** coordinated by the Kitchener-Waterloo Oktoberfest FCE Committee, were evaluated in the following categories:

| | |
|-------------------------|--|
| Most Family Oriented | 35 th UpTown Waterloo Great Oktoberfest Barrel Race |
| Most Oktoberfest Spirit | German Pioneers' Day |
| Best New Event | Learn to Cook Like Oma |
| Best Overall Event | Victoria Place 30 th Annual Oktoberfest Celebration |

★ ***Media Meister Award 2013*** The Beat Breakfast with Carlos, Sophie & Dave – 91.5 The Beat

★ ***So You Think You Can Tanz Winner*** Alpine Dancers

★ ***Sponsorship Award 2013*** Jay Fencing

★ ***Volunteer Awards***

| | |
|------------------------|---------------|
| Rookie of the Year | Jillian Grant |
| Volunteers of the Year | Brenda Fisher |
| | Chris Sehawer |

★ *Community Supporter Awards*

Community Support Award

Tracy Suerich, City of Waterloo

These groups and people truly reflect the hard working efforts of all volunteers affiliated with Kitchener-Waterloo Oktoberfest.

Our 2014 Festival will be October 10th - October 18th, see you there!

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 50 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 \$22.2M 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.

- 30 -

For additional information:

Dave MacNeil

Executive Director
K-W Oktoberfest Inc.
519-570-4267 ext. 222

