



## **Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade 2013 Selects Floats of Honour, Voters Pick People's Choice**

(Waterloo Region, ON – October 14, 2013) – The 2013 Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade celebrity Judges have revealed their top picks for the best floats in the 2013 Thanksgiving Day Parade.

The floats that have been selected, by the judges, to receive honours this year are:

Festival Award (1<sup>st</sup> Place) – **Kitchener-Waterloo Oktoberfest Maypole**

Harvest Award (2<sup>nd</sup> Place) – **City of Kitchener Float**

Sponsors' Award (3<sup>rd</sup> Place) – **Canadian Tire**

Twin Cities Award (Best Spirit/Enthusiasm) – **War Amps of Canada**

Hans & Frieda Award (Use of Animation) – **Rolling Steins**, *sponsored by the Greater Kitchener-Waterloo Chamber of Commerce*

Miss Oktoberfest Award (Best Visual) – **Old Lady In A Shoe Float**, *sponsored by Polyurethane Foam Systems*

Wunderbar Award (Community Involvement) – **Red Riding Hood Float**, *sponsored by the German Canadian Remembrance Society*

The 2013 celebrity Judges for the parade were: James Chmiel, Chris Murphy, Phil Neidert and Lee Renshaw.

The Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade, which featured numerous colourful floats, clowns and award-winning marching bands, was broadcast nationally on CTV at noon to an estimated audience of 2 million viewers.

The 5<sup>th</sup> Annual Kitchener-Waterloo Oktoberfest 5K Fun Run ran down the Parade route just before the parade started, with 250 participants there to *Chase the Chicken!* First place went to **Peter Van Driel** with his time of 18.35 and **Paula Krulicki** with her time of **20.42**. Both winners were then whisked back to the start of the route to ride in the annual Parade.

For the fourth year in a row, parade spectators were able to vote via text messaging for the Thanksgiving Day Parade People's Choice Float, sponsored by Aactiva Group. Thirty floats competed for the honour, with the most votes going to the **TD Kitchener Bluesfest Float**. **Congratulations to our winners!**



“The 2013 edition of the Parade has once again shown everyone why Kitchener-Waterloo Oktoberfest is Canada’s Greatest Bavarian Festival. Every year the Parade gets better and this year it set a new standard,” said Dave MacNeil, Executive Director.

### **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 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 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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