



## **Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade 2014 Selects Floats of Honour, Voters Pick People's Choice**

(Waterloo Region, ON - October 13, 2014) - The 2014 Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade Celebrity Judges have revealed their top picks for the best floats in this year's Thanksgiving Day Parade.

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

Festival Award (1st Place) - **Nelco Mechanical Float**

Harvest Award (2nd Place) - **Red Riding Hood Float (German Canadian Remembrance Society)**

Sponsors' Award (3rd Place) - **Home Hardware Float**

Twin Cities Award (Best Spirit/Enthusiasm) - **Kitchener Blues Festival Float, sponsored by Kitchener Blues Festival and Sherwood Systems**

Hans & Frieda Award (Use of Animation) - **Polar Foam (PFSI) Old Lady in a Shoe Float**

Miss Oktoberfest Award (Best Visual) - **German Club's Princess' Float, sponsored by the German Clubs**

Wunderbar Award (Community Involvement) - **Canadian Tire Float**

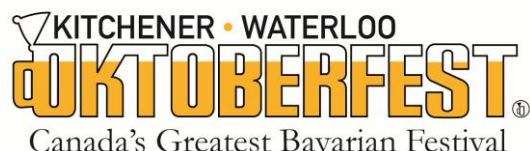
The 2014 Celebrity Judges for the parade were: **Jennifer Campbell** and **Mike Farwell** from Country 106.7, **Suzanne Leonard** from The Weather Network, **Michael May** from the City of Kitchener and Health and Success Coach Susan Cranston.

The Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade, which featured numerous colourful floats, clowns and award-winning marching bands, was broadcast nationally on CTV at 12 noon to an estimated audience of 2 million viewers.

Once again this year, 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 **Kitchener Blues Festival Float**. Congratulations to our winners!

"The 2014 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.

The 6th Annual Kitchener-Waterloo Oktoberfest 5K Fun Run navigated the Parade route just before the parade started, with over 400 participants there to Chase the Chicken! First place went to **Darryl Huras** with his time of 17:57 and his daughter **Emily Huras** with her time of



20.57. Dad and Daughter were then whisked back to the start of the route to ride in the annual Parade.

**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.

- 30 -

**For additional information:**

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