

MEDIA RELEASE
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Kitchener-Waterloo Oktoberfest crowns Miss Oktoberfest 2013

(Waterloo Region, ON – October 4, 2013) – At a gala black tie event, Tara Hebblethwaite, sponsored by Beertown Waterloo, was crowned Miss Oktoberfest 2013, making her the 45th Miss Oktoberfest since the festival's inception.

For the past ten years, the search for the Ambassador for Canada's Greatest Bavarian Festival has been 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.

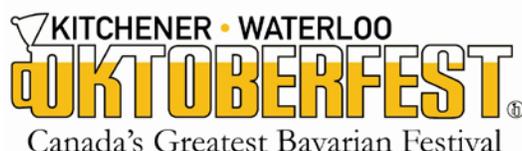
Says Dave MacNeil, "We are very pleased to announce Tara as Miss Oktoberfest 2013. We had 17 very talented, very impressive young women in contention this year. The search for Miss Oktoberfest identifies someone who can represent our community and our festival as one of its lead ambassadors at more than 150 appearances throughout the year.

"It was a difficult decision, but through the selection process, our judges determined that Tara would best serve our festival and our community as she fulfills the requirements of the role," says MacNeil.

Born and raised in Kitchener-Waterloo, Tara is a recent graduate of the University of Waterloo with a degree in Honours Legal Studies and a minor in Sociology. She is currently a supervisor/server at Beertown Waterloo and a model with GEMINI Modelling Agency.

Tara's career aspirations are focused on staying within Waterloo Region and working intimately with the community through employment with the Waterloo Regional Police Service.

Tara is passionate about giving back to her community. She has been an active volunteer with a number of agencies such as the Ontario Provincial Police, the Humane Society, London Probation & Parole, and GEMINI Models. Tara is also a certified probation volunteer with the Canadian Parole Board in London, and hopes to be able to use this certification in Waterloo Region in the near future.



In her spare time, Tara enjoys a lifestyle formed around personal well-being. For her, this involves reading, playing piano, any type of fitness, cooking, travelling, and an intense love of rugby.

Tara is excited to begin her time as Miss Oktoberfest, engaging with the community and particularly inspiring other young women to be confident in themselves and their dreams.

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 2013 was crowned by outgoing Miss Oktoberfest 2012, Lindsay Coulter, in front of a crowd of more than 500 guests at the black-tie Miss Oktoberfest Gala Ball, sponsored by Pfaff/Porsche of London.

The 1st runner-up was Melanie Williamson, sponsored by the Schwaben Club, and the 2nd runner-up was Bethany Kaiser, sponsored by Terry Howald Pools.

The Miss Oktoberfest Gala Ball is proudly sponsored by Pfaff/Porsche of London, The Record, Jay Fencing, Morell Kelly Personal Injury Law, Jim McIntyre – Re/Max Solid Gold, Goligers Travel Plus, Kurtis Jewellers and Molson Coors Canada.

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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