



Kitchener-Waterloo Oktoberfest Launches #MyOktoberfest

(Waterloo Region, Canada – September 16, 2013) – Kitchener-Waterloo Oktoberfest launches a new campaign today, to encourage everyone to share their favorite part of Canada’s greatest Bavarian festival.

From Mayors to students, children to seniors, and everyone in between, Kitchener-Waterloo has something for everyone! The #MyOktoberfest campaign is designed to explore the diversity of Kitchener-Waterloo Oktoberfest through the experiences and memories of the community and festival-goers.

Celebrating culture. Watching the parade. Meeting new friends and reconnecting with old ones. Doing the chicken dance or signing Ein Prosit. However you celebrate K-W Oktoberfest, we want to hear about it.

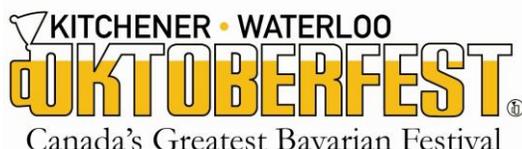
We are calling on you – the community – to submit your own videos and pictures, sharing your favorite moments and memories of Kitchener-Waterloo Oktoberfest.

Videos and photos can be submitted to: www.myoktoberfest.tumblr.com/submit. Need a little motivation? Participants who submit their own videos and/or pictures before Friday, October 4, 2013, will be eligible to win great prizes, including a VIP Oktoberfest experience for 6 people (must be 19 years of age to win).

New submissions will be posted daily to: www.myoktoberfest.tumblr.com and shared on Twitter: @KW_Oktoberfest and on our Facebook page: <https://www.facebook.com/kitchenerwaterlooktoberfest>

See what some of our volunteers had to say about their #MyOktoberfest experience: <http://www.youtube.com/watch?v=aJujaxPjhgw>. And here is what some members of our community had to say about their #MyOktoberfest experiences: <http://www.oktoberfest.ca/page.php?cnt=oklogos>

“Kitchener-Waterloo Oktoberfest is a festival that belongs to this great community. Let’s show the world what makes us so special,” says Dave MacNeil, Executive Director K-W Oktoberfest Inc.



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 \$21.1M annual 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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