



Kitchener-Waterloo Oktoberfest Announces the 2013 Parade Grand Marshals and the 2013 Media Meisters

(Waterloo Region, ON – October 8, 2013) – Kitchener-Waterloo Oktoberfest is pleased to announce the Parade Grand Marshals for the 2013 Thanksgiving Day Parade and the 2013 Media Meister, sponsored by Digital North!



This year's Parade Grand Marshals are Canadian fitness icons Hal Johnson and Joanne McLeod, who are best known for their televised "BodyBreak" segments and their recent participation on *The Amazing Race Canada*.

For the past 25 years, Johnson and McLeod have been on television in self-produced fitness segments that promote healthy and active living. Both are also accomplished Canadian amateur athletes – Johnson was a member of Team Canada's baseball team, while Joanne competed with Canada's national track and field team.

More recently, the pair participated in the inaugural season of *The Amazing Race Canada*, competing against eight other teams in various challenges across Canada. They were eventually eliminated in the fifth leg of the competition, but intend to find another adventure in the near future to "keep fit and have fun."

Johnson and McLeod will appear in the Oktoberfest Thanksgiving Day Parade on Monday, October 14th at 8:30am.

2013 Media Meister Announced

The Media Meister is the winner of a challenge for radio stations to get creative and come up with a Kitchener-Waterloo Oktoberfest version of a popular song that reflects the genre of their station. This year the station that can declare themselves the 2013 Media Meister is 91.5 The Beat, whose song "Grab A Bevy" a spoof on Come and Get It by Selena Gomez, can be heard on The Beat Breakfast with Carlos, Sophie and Dave. This Media Meister challenge, sponsored by Digital North, was announced at Media Night on Tuesday, October 8th at Concordia Club. The Media Meister will appear in the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade on Monday, October 14th.

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

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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