



Kitchener-Waterloo Oktoberfest 2014

(Kitchener-Waterloo, Canada – February 19, 2014) – Harry Vogt, President of Kitchener-Waterloo Oktoberfest, began his 2nd term yesterday by addressing an audience of board members, volunteers, City officials and community partners at the Annual General Meeting held at the Waterloo Inn Conference Hotel.

During the Annual General Meeting, Harry Vogt reviewed the highlights of the 45th Festival and officially ushered in the 2014 Board of Directors. Mr. Vogt then outlined his vision for the coming year of Canada's Greatest Bavarian Festival, which includes

“We will be collaborating with our corporate partners to introduce new products, provide sales training presentations to our festhallen partners to allow them to become better operators, thereby increasing our supplier and festhallen sales through this unique training program. Moving forward, we need to identify our most successful examples of community outreach and partnership and scale them up to generate more opportunities to everyone involved in our festival by providing more benefits for our partners, public, private and non-profit.”

Yesterday's meeting also included Dave MacNeil's Executive Director Report, which highlighted opportunities he would like to see this coming year...

“We will continue to work on performance improvement in delivering the “Ultimate Customer Experience” for our guests. We are committed to helping create the “magic” that is unique to [each] festhalle and put more bums in seats.”

The dates for the 2014 Kitchener-Waterloo Oktoberfest are October 10th – 18th.

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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For additional information:

Dave MacNeil

Executive Director,
K-W Oktoberfest Inc.
519-570-4267 ext. 222