



Kitchener-Waterloo Oktoberfest's \$3000 Hidden Treasure Discovered in Waldau Woods Park, Kitchener

(Waterloo Region, ON – October 15, 2014) – For days Kitchener-Waterloo treasure hunters have been scouring the area for a hidden key worth \$3,000! The key unlocks King Ludwig's Treasure Chest and the annual search for the loot is one of the highlights of Kitchener-Waterloo Oktoberfest.

Festival organizers have announced today that the key to the valuable treasure chest was found in Kitchener at Waldau Woods Park by **Nana Schneider** of Kitchener.

Since September 29th, Nana, and hundreds of other treasure hunters, have been following a trail of clues given each weekday by Country 106.7 FM and the Waterloo Region Record. These clues led Nana to Waldau Woods Park in Kitchener, where she found the clue and followed the instructions to claim her prize.

The Treasure Hunt is sponsored by Country 106.7, the Waterloo Region Record, M&M Meat Shops, UPS, Jiffy Lube, Transit Petroleum, UpTown Waterloo BIA and Conestoga College.

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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