

**PRESS RELEASE
FOR IMMEDIATE RELEASE**



INAUGURAL OKTOBERFEST CARES SILENT AUCTION

- **Auction items needed**
- **Auction bidding starts in September**

June 19, 2024 – KITCHENER, ON – [Kitchener-Waterloo Oktoberfest](#) is pleased to announce they will be hosting the inaugural Oktoberfest Cares Silent Auction. The online auction is the first step towards the planned return of their signature event in 2025 called the Oktoberfest Cares Gala, formerly known as the Miss Oktoberfest Gala Ball.

“[Oktoberfest Cares](#) is a special program supporting charitable partners and Festival initiatives that enrich the community such as the Onkel Hans Food Drive,” shares Tracy Van Kalsbeek, Executive Director of K-W Oktoberfest. “This year-round initiative also keeps admission costs low or free for long-standing events like the Women of the Year celebration and family-friendly favourites such as KIDtoberfest, the Thanksgiving Day Parade and Christkinderfest. Oktoberfest Cares is our organization’s commitment to community collaboration, giving back and growing together.”

ABOUT THE AUCTION

K-W Oktoberfest auctions are known to be dynamic, diverse and well patronized. The Oktoberfest Cares Silent Auction provides a robust promotional experience for all participating businesses – not to mention that it contributes to a great cause. Auction donations are being accepted until August 25th – specifically one-of-a-kind items and unforgettable experiences. Find out more about donating an auction item [HERE](#).

Committee members will coordinate pick up of smaller auction donations and will arrange winner pick up directly from business locations for larger items e.g. patio furniture etc.

Be sure to mark your calendars! Bidding for the Oktoberfest Cares Silent Auction will start at 10:00 a.m. on September 13th and run until October 10th at 9:00 p.m.

Photo enclosed of sharable Oktoberfest Cares Silent Auction website/social post.

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About [Kitchener-Waterloo Oktoberfest](#)

The first Kitchener-Waterloo Oktoberfest was celebrated in 1969 at Concordia Club in Kitchener, organized by a group of dedicated founders. The keg was tapped and history was made. Since then, Kitchener-Waterloo Oktoberfest has developed its own traditions, becoming one of the largest Bavarian Festivals outside of Germany. Tens of thousands of visitors celebrate annually in our Festhallen, at local restaurants and by attending one of our many family and cultural events. More than just biergartens, Kitchener-Waterloo Oktoberfest is committed to supporting the cultural, economic and social vitality of Waterloo Region, bringing millions of dollars in economic benefit to the Region each year. *Oktoberfest Cares* provides funding for charitable partners and supports Festival initiatives that enrich our community such as the Onkel Hans Food Drive and keep admission costs low or free for favourites including the Women of the Year celebration and family-friendly events like KIDtoberfest, Thanksgiving Day Parade and Christkinderfest. For more information visit www.oktoberfest.ca.

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