



CANADIAN WESTERN BANK JOINS OKTOBERFEST GOLF EXPERIENCE

August 14, 2024 – KITCHENER, ON – [Kitchener-Waterloo Oktoberfest](#) is pleased to share that [Canadian Western Bank](#) (CWB) has joined them as the new presenting sponsor of their popular [Oktoberfest Golf Experience](#) – happening September 9th. With CWB set to celebrate the grand opening of its newest banking centre in Kitchener this September, the sponsorship demonstrates the importance it places on developing strong relationships with the community and the business owners who add to its vibrancy.

Each year, foursomes for the tournament sell out quickly – likely due to the “wunderbar” activations happening at most of the holes. Over the last 18 years, Oktoberfest’s Golf Experience has been hosted at various private and public courses with the last three years being at the beautiful, Stanley Thompson designed, [Galt Country Club](#).

“Partnering with Kitchener-Waterloo Oktoberfest for the Golf Experience is a natural extension of our mission to build strong, meaningful relationships that lead to success for both our clients and our communities,” says Rebecca Schoenhardt, AVP & Market Lead for CWB in Kitchener. “Our powerhouse team is ready to provide a premium banking experience that isn’t currently available in this market. We work to truly understand our clients’ full financial picture and then take proactive steps to create solutions that match their current and future direction. As title sponsors for the event, we’re incredibly excited to begin introducing ourselves to this community and to become an essential financial services partner for businesses and residents alike.”

To better serve the needs of business owners across Waterloo Region, CWB comes to Kitchener with its newest banking centre and a grand opening event on September 19 at 50 Sportsworld Crossing. The expansion follows the successful launch of its banking locations in Mississauga (2020), Markham (2022) and Toronto's Financial District (2024). With a commitment to enrich the communities in which it operates, CWB shares Oktoberfest Golf Experience vision to create lasting experiences and a growth-oriented future for the people who call this region home.

“Our Golf Experience is like no other tournament in the Region,” adds Tracy Van Kalsbeek, K-W Oktoberfest’s Executive Director. “Our golfers return each year to network in a fun and meaningful way which is why we are so thrilled to partner with Canadian Western Bank with their focus on authentic relationship building. We have really hit a hole-in-one on this partnership!”

The Kitchener-Waterloo Oktoberfest Golf Experience also features a live silent auction that supports the [Oktoberfest Cares](#) initiative and a designated driver program for golfers to shuttle home safely.

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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.

About [Canadian Western Bank](#)

Canadian Western Bank (CWB) is the only full-service financial institution in Canada with a strategic focus to meet the unique financial needs of businesses and their owners. We provide nation-wide full-service business and personal banking, specialized financing, comprehensive wealth management offerings, and trust services. Our teams deliver a uniquely proactive and differentiated level of service to clients in targeted industries where we have deep expertise. Clients choose CWB for our highly personalized service, specialized expertise, customized solutions, and faster response times. Learn more at cwbank.com.

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