

Grand Marshal Announced for Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade

- **Nominations Being Accepted for New Local Parade Marshal Initiative**

AUGUST 13, 2024 – KITCHENER, ON – Fantastic news for [Kitchener-Waterloo Oktoberfest](#) and sports fans alike! [Jack Armstrong](#), best known as the voice for the Toronto Raptors, will be the 2024 official Grand Marshal for the upcoming [Thanksgiving Day Parade](#).

“I’m so excited and honoured to be chosen as Grand Marshal for the Oktoberfest parade,” shares Jack Armstrong. “I’ve heard so many wonderful things about the Festival from my friends in the Kitchener-Waterloo area and I’m thrilled to be taking part in such an iconic traditional event. I look forward to meeting many folks and sharing great stories and a pint.”

Jack Armstrong is a well-known, American sportscaster and is currently the voice for the Toronto Raptors on TSN and NBA TV Canada. He is also the college basketball analyst for TSN and a former college basketball coach.

“Oktoberfest is gearing up to be a memorable celebration from September 27th to October 19th and having a personality like Jack Armstrong as our Grand Parade Marshal, with his enthusiasm and connection to the sports community, will undoubtedly make the parade even more special!” adds Tracy Van Kalsbeek, Executive Director for K-W Oktoberfest.

The annual K-W Oktoberfest Thanksgiving Day Parade is a great opportunity for the community to come together and enjoy the rich cultural traditions of the Festival. [Festhallen tickets are already on sale](#) and there will be free entertainment and fun programming at [Willkommen Platz](#) in downtown Kitchener on Thanksgiving weekend.

New This Year – Nominations Open for [Local Parade Marshal](#) Initiative

For many, the annual K-W Oktoberfest Thanksgiving Day Parade is a special, long-standing tradition that spans many generations. New for 2024, festival organizers have opened an opportunity for one lucky Waterloo Region resident to be the Local Parade Marshal. Nominations will be accepted until noon on Monday, September 2nd, 2024 by completing the form [HERE](#).

New Parade Start Time

Have you heard? The Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade is starting at 9:30 am this year. Attendees will get to enjoy an extra hour of sleep!

PHOTO ATTACHED OF JACK ARMSTRONG

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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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