

MEDIA ADVISORY



Tickets On Sale for Inaugural Waterloo Region Women's Expo

March 4, 2025 – KITCHENER, ON – [Kitchener-Waterloo Oktoberfest](#) (KWO) is delighted to announce that early bird tickets are now on sale for the inaugural [Waterloo Region Women's Expo](#) on May 24, 2025.

“Building on our 50-year [K-W Oktoberfest Rogers Women of the Year Awards](#) legacy, the Women's Expo expands the celebration of women's achievements and contributions to our community,” shares Tracy Van Kalsbeek, Executive Director. “We can't wait to welcome guests to this exciting, new event that brings together local businesses, leaders and changemakers and creates a dynamic space for connection, inspiration and empowerment.”

With engaging speakers including co-founder of Mabel's Labels Tricia Mumby, a cooking demonstration with Little Mushroom Catering's Stephanie Soulis, a floral workshop with Ainsley Poirier from Harp and Fin, two times TEDx international speaker Amy Ballantyne and past Women of the Year nominee Elyn Winter-Robinson, along with interactive workshops and a showcase of local businesses, the Expo is designed to honour the incredible impact women have made in Waterloo Region while fostering opportunities for growth and collaboration. Mark your calendars and join us as we to celebrate and elevate women's voices and accomplishments!

Date: Saturday, May 24, 2025 (not the long weekend!)

Time: 10:00 a.m. – 6:00 p.m.

Venue: Marshall Hall, Bingemans

Tickets: \$15 + HST. Use the promo code **EXPOEARLYBIRD** to save \$5. Expires March 31.

More information and tickets available at: www.womenoftheyear.ca/expo

Stay tuned to @KWOktoberfest and @KWO_WOY social channels for the full line up and schedule to be released.

Get Involved!

Exhibitor applications are open until March 31 for businesses and organizations to secure their spot at the Expo: <https://womenoftheyear.ca/exhibitor/>

Sponsorship opportunities are available by contacting: lauried@oktoberfest.ca

If you are interested in joining our dynamic Women's Expo committee or volunteer at the event, please visit: www.oktoberfest.ca/volunteer.

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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 the Willkommen Platz. For more information visit www.oktoberfest.ca.

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