



A Blooming Affair Fashion Show Preparing to Turn Heads in 2011

(Kitchener-Waterloo, Canada – September 28, 2011) – Kitchener-Waterloo Oktoberfest is at the forefront of fashion again as it presents the 2011 A Blooming Affair Fashion Show on Wednesday, October 5, 2011 at Bingemans. Tickets for this event are almost sold out!

“Anyone interested in fashion will not want to miss this opportunity to check out the latest styles and newest trends in the Region,” says Tracy Van Kalsbeek, Chair of the A Blooming Affair Committee. “Join us for an exciting evening of elegance and glamour featuring the latest fashions ranging from casual wear to lingerie to the most elegant formal attire.”

Exciting fall fashions from many of the Region's leading independent retailers will be featured at this popular event, including an outstanding selection in ladies, men's, and children's wear. Guests can browse and buy at the *Boulevard of Boutiques*, both before the show and at intermission. “Guests will also be able to enjoy extended shopping at our Boulevard of Boutiques – which opens earlier this year at 6:00 pm,” adds Van Kalsbeek.

The event also features an exciting raffle in support of Pride Stables, with a grand prize of a trip for two, anywhere WestJet flies. Raffle tickets, which are available from A Blooming Affair volunteers and on the night of the event, are \$10 or four for \$25.

WHAT: **A Blooming Affair Fashion Show**

WHEN: **Wednesday, October 5, 2011**
6:00 pm – Boulevard of Boutiques
7:30 pm – Fashion Show
9:00 pm – Raffle Prize Draw

WHERE: **Bingemans Ballroom**, 425 Bingemans Centre Drive, Kitchener

TICKETS: \$35 per person (tax included)
Available at HANS HAUS, 17 Benton Street, Kitchener, ON
519-570-4267 x233 or online at www.oktoberfest.ca
Advance Tickets are recommended and reserved seating is available

WHAT TO EXPECT:

- Over 900 guests browsing and buying on the *Boulevard of Boutiques*, lined with booths from local retail stores showcasing the latest fashions.
- A stunning fashion show featuring exciting fall fashions from many of the Region's leading retailers.
- Models of all shapes and sizes, including guest models from our partner charity, Pride Stables.

Raffle License No. M672552

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 50 not-for-profit organizations. The festival is operated by eight year-round full-time staff, over 435 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.

For additional information:

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