



Kitchener-Waterloo Oktoberfest crowns Miss Oktoberfest 2011

(Kitchener-Waterloo, Canada – October 1, 2011) – At a gala black tie event, **BRITTANY GRAUL**, sponsored by Stockie Motors Inc., was crowned Miss Oktoberfest 2011, making her the 43rd Miss Oktoberfest since the festival's inception.

For the past eight years, the search for the Ambassador for Canada's Greatest Bavarian Festival has been stretched from Waterloo region to surrounding communities. This year's search invited young women who met the stringent criteria to submit their nominations for Miss Oktoberfest, a role that not only serves as an ambassador for the festival, but as a role model for other young women in the region.

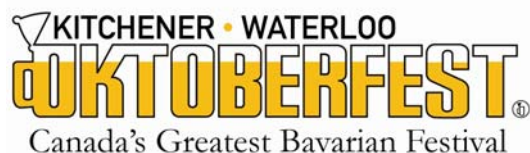
Says Mark Kreller, "We are very pleased to announce Brittany Graul as Miss Oktoberfest 2011. We had 18 very talented, very impressive young women in contention this year. The search for Miss Oktoberfest identifies someone who can represent our community and our festival as one of its lead ambassadors at more than 150 appearances throughout the year.

"It was a difficult decision, but through the selection process, our judges determined that Brittany would best serve our festival and our community as she fulfills the requirements of the role," says Mark.

Brittany, hailing from Brunner, Ontario, graduated in 2010 from York University with an Honours Bachelor of Arts in Political Science and Law & Society.

Brittany is involved in many different community programs, including: C.N.I.B., spending time with residents at Knollcrest Lodge in Milverton, past member of York Model NATO club, Past Vice-President External for the Law and Society Students Associations at York University, coordinator and Master of Ceremonies for a University wide academic conference, Peer Advisor for York University student orientation, Canadian Young Speakers for Agriculture competition, 2010 Ontario Miss Midwest, 2007 C.N.E. Ambassador of the Fairs, Chair of the Milverton Fair Ambassador Committee, Member of District 8 Ambassador Committee and Seminar Leader, recent graduate of the 4-H program.

Brittany loves sports, traveling (has been to Germany, Czech Republic, Austria, Hungary and Poland this year), reading, singing, listening to music, and learning about history, politics and language.



Brittany's goal is to go to law school and work in the Patent Litigation or Securities field. She hopes to become a leader not only professionally, but within the community as well.

Miss Oktoberfest is a favourite among the thousands of school children she comes in contact with during the festival, including the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade. In fact, she is the second most requested VIP, surpassed only by the Kitchener-Waterloo Oktoberfest mascot Onkel Hans.

Miss Oktoberfest 2011 was crowned by outgoing Miss Oktoberfest 2010, Meghan Hennessey, in front of a crowd of over 500 guests at the black-tie Miss Oktoberfest Gala Ball, sponsored by Pfaff/Porsche of London.

The 1st runner-up was Victoria Harrison, sponsored by Chicopee Ski & Summer Resort, the 2nd runner-up was Adrienne South, sponsored by Stampede Corral, the 3rd runner-up was Kayleigh Hennessey, sponsored by Flo Hair Lounge, and the 4th runner-up was Lisa Fritsch, sponsored by Terry Scott White Photography.

The Miss Oktoberfest Gala Ball is proudly sponsored by Pfaff/Porsche of London, The Waterloo Region Record, Jim McIntyre – Re/Max Solid Gold, Goligers Travel Plus, Kurtis Sales Ltd. and Molson Canadian.

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 40 not-for-profit organizations. The festival is operated by eight year-round full-time staff, over 485 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.

- 30 -

For additional information:

Mark Kreller

Executive Director,
K-W Oktoberfest Inc.
519-570-4267 ext. 222

