

MEDIA RELEASE
For Immediate Release



Kitchener-Waterloo Oktoberfest comes to Cambridge!
Celebration hosted by City and Rotary Club – Community Volunteers Needed

(Kitchener-Waterloo, Canada – September 10, 2010) – Kitchener-Waterloo Oktoberfest is expanding its impact on the Regional community with a new accredited Festahallen in Cambridge!

One of the region's most notable events, Kitchener-Waterloo Oktoberfest, will now be part of the mix in Cambridge. A first for the City of Cambridge, the local celebrations will run from October 6th - 8th at the festhalle tent located in the parking lot of the Cambridge Centre, 355 Hespeler Road.

“This is a wonderful opportunity for the community to share in the Oktoberfest experience right here in Cambridge,” says Mayor Doug Craig.

The City of Cambridge will host a free Oktoberfest lunch, courtesy of M&M Meat Shops, at 12 noon on Wednesday, October 6th. There will be an official keg tapping ceremony and Maypole Raising, with Kitchener-Waterloo Oktoberfest officials including Miss Oktoberfest and Onkel Hans, and live entertainment from The Black Forest Band.

“We are thrilled to officially bring the City of Cambridge onboard this year. The new Cambridge festhalle brings the total to 18 throughout the region,” says Larry Blundell, the Executive Director for KW Oktoberfest Inc. “For many years we have welcomed the citizens of Cambridge to our festival activities, and this year it will be wonderful to see the Spirit of Gemuetlichkeit take hold in that community.”

The celebrations continue under the leadership of the Rotary Club of Cambridge (Preston-Hespeler). The charitable organization will bring a multitude of entertainment to the festhalle along with traditional food. President of the service club, Gord McSevney, says the members are excited to be working on the event. “It’s so important to showcase this event here in Cambridge and we are asking people to help with the many volunteer jobs that are available to make the event a success. The Rotary Club has a long history in Cambridge beginning on April 29th, 1926. The group represents both men and woman and membership currently sits at 35.

More information on the schedule of events, entertainment and hours of operation will be available soon, but mark your calendars for this inaugural Cambridge celebration.

Cambridge Councillor Karl Kiefer, a member of the Kitchener-Waterloo Oktoberfest Community Advisory Committee, spearheaded the City’s involvement. “It’s a partnership approach this year which we are hoping to continue to build for future years,” says Kiefer.

The City of Cambridge has also teamed up with the Chamber of Commerce to be in the traditional Oktoberfest Thanksgiving Parade planned for Monday, October 11th.

The Kitchener-Waterloo Oktoberfest is the largest Bavarian festival in North America, and annually has a \$21 million direct economic impact on the Region.



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 \$21.1M annual 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:

Larry Blundell

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

Gord McSevney
President, Rotary Club of Cambridge (Preston-Hespeler)
(519) 821-1555
mcsevney@sympatico.ca

Tracy Leonard
Marketing Director
Morguard Investments Limited responsible for the Cambridge Centre
tleonard@morguard.com
(519) 624.0004

Linda Fegan, Director
Corporate Communications and Marketing
City of Cambridge
FeganL@cambridge.ca
(519) 740.4683 ext 4623
(519) 212.3409

