



Kitchener-Waterloo Oktoberfest Is A Good Investment; Receives Celebrate Ontario Funding



(Kitchener-Waterloo, Canada – March 4, 2011) – John Milloy, MPP for Kitchener Centre, announced \$399,800 in Celebrate Ontario funding, for Kitchener-Waterloo Oktoberfest, today. Canada’s Greatest Bavarian Festival is one of over 220 festivals and events across Ontario that will share a \$20 million funding pot; as announced yesterday by Tourism and Culture Minister, Michael Chan, at the Festivals & Events Ontario Conference.

“Kitchener-Waterloo Oktoberfest is an important festival to Waterloo Region,” said John Milloy. “It provides many fun activities for individuals and families in our community, and helps our local businesses. This support will allow Kitchener-Waterloo Oktoberfest to grow and attract more visitors, create new jobs and continue to generate economic activity for the Waterloo Region.”

Celebrate Ontario is an annual program that helps new and existing Ontario festivals and events enhance their programs, activities and services to grow Ontario’s tourism market. This is the second time Kitchener-Waterloo Oktoberfest has received Celebrate Ontario funding, and is the largest single investment of Government funds the festival has received in its 43-year history.

“We applaud the Government of Ontario for the continuing support of the Celebrate Ontario program,” says Vic Degutis, Festival President. “This grant provides significant resources to ensure our festival will continue to deliver Canada’s Greatest Bavarian Festival to 700,000 of our closest friends. This investment will support our expansion into Sports Tourism and help create depth in our technology and communications infrastructure; allowing us to deliver an outstanding visitor experience. We are proud to say that once again, the Government of Ontario sees our festival as a wise investment.”

Kitchener-Waterloo Oktoberfest will take place October 7th to 15th, 2011.

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.

- 30 -

For additional information:

Mark Kreller

Executive Director

K-W Oktoberfest Inc.

519-570-4267 ext. 222

