



Kitchener-Waterloo Oktoberfest names new Executive Director
Past President Mark Kreller to take the reins in 2011

(Kitchener-Waterloo, Canada – November 4, 2010) – Kitchener-Waterloo Oktoberfest has selected past President Mark Kreller as the incoming Executive Director of the annual Festival.



Kreller will take the reins on January 1st, 2011, overseeing the overall leadership in the operation of the Festival, as well as retention and development of sponsor relationships. Kreller fills the position vacated by Larry Blundell, who announced his plans to retire at the end of 2010, after 15 years as Executive Director.

Mark Kreller served as President of Canada's Greatest Bavarian Festival for 2007 – 2008, taking the Festival through its 40th Anniversary celebrations in 2008. He has been a volunteer with the Festival since 1986 and has served on the Board of Directors since 2001.

“We are very pleased to welcome Mark into this new role, which we believe will be an excellent fit,” said Paul Buttinger, festival President for 2009-2010. “The process of finding a replacement for Larry Blundell has been both long and thorough. Mark comes equipped with both the professional experience and the historical knowledge of the organization to take the festival into its next era of growth and development.”

Mark Kreller specializes in business management, strategic planning, marketing, and sales & customer service development. Mark sits on the Board of Leadership Waterloo Region, is a Past President of Junior Achievement of the Waterloo Region Inc. (2004 – 2006), Past Chair of the Greater Kitchener Waterloo Chamber of Commerce (1999 - 2000), and Past President of the KW Business Club (1994 – 1995). He remains involved in many community projects.

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.

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For additional information:

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