



## **Kitchener-Waterloo Oktoberfest Receives Top Honours amongst Industry Peers**

(Kitchener-Waterloo, Canada – March 8, 2011) – Kitchener-Waterloo Oktoberfest received top honours from the festival industry again this year, marking the continued success of the festival as one of Ontario’s marquee events.

The 2011 Festivals and Events Ontario (FEO) Achievement Awards were announced March 5<sup>th</sup> at FEO’s 25<sup>th</sup> annual Conference in Markham. Kitchener-Waterloo Oktoberfest was recognized with Best Official Printed Program and with Best New Festival or Event for the Tour de Hans.

Kitchener-Waterloo Oktoberfest annually produces a 64 page FestGuide to serve as a source of festival details, history and heritage information (86,000 were printed in 2010). The Waterloo Regional Record distributed 64,000 copies to its subscribers on Saturday, October 2<sup>nd</sup>; an additional 22,000 copies were distributed to Festhallen & Festival partners and various pick-up locations across the region.

In 2010, Kitchener-Waterloo Oktoberfest launched the Tour de Hans, a 100km cycling event that combined the Spirit of Competition with the spirit of Gemuetlichkeit. The Tour de Hans took participants on a scenic tour of Waterloo Region in a timed race, and included a traditional Kitchener-Waterloo Oktoberfest festhallen experience at the finish line! The first year was very successful, with over 120 riders, 10 Corporate Sponsors and a true Kitchener-Waterloo Oktoberfest keg tapping to round off the day.

“Kitchener-Waterloo Oktoberfest strives not only to be one of the top festivals in the country, but also to ensure that we are constantly working to provide relevant programming and activities that draw new guests to the Festival both locally and Province wide,” said Executive Director, Mark Kreller. “It is an honour that the hard work by staff and volunteers to develop outstanding marketing materials, such as our FestGuide and the new Tour de Hans cycling event, have been recognized amongst our peers in the industry.”

Kitchener-Waterloo Oktoberfest was also named among the Top 100 Festivals and Events for 2011, an honour it has held every year since the Award was created in 2001.



“FEO is honored to recognize the Top 100 Festivals & Events for 2011,” said FEO President, Gerry Ginsberg. “This group represents the leading 4% of the approximately 2,500 annual festivals and events staged each year in Ontario.”

In addition to the Top 100 designation, Kitchener-Waterloo Oktoberfest was once again named a “Festival of Distinction”, a title shared with only 17 other festivals and events across the province which have international draw and represent the leaders of event innovation, operation and longevity in Ontario.

### **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’s 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.

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### **For additional information:**

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