

MEDIA RELEASE
For Immediate Release



Kitchener-Waterloo Oktoberfest helps the Food Bank of Waterloo Region spread the Spirit of Thanksgiving with the Onkel Hans Food Drive

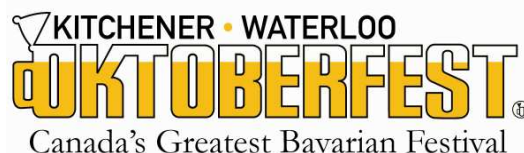
(Kitchener-Waterloo, Canada – October 13, 2008) – Today the Food Bank of Waterloo Region and Kitchener-Waterloo Oktoberfest came together to help those in need while enjoying the tradition of the Oktoberfest Thanksgiving Day Parade.

Larry Blundell, Executive Director of K-W Oktoberfest Inc., says, “The Onkel Hans Food Drive illustrates how working together helps and strengthens the Kitchener-Waterloo community. It’s a great pleasure to announce that we have exceeded our numbers from last year and raised 21,220 lbs of non-perishable food items along the parade route this year. We also collected \$18,429.83 in cash, which will be used to purchase additional food, bringing us well within range of reaching our goal of collecting 40,000 lbs of food to mark our 40th Anniversary.”

Each year local citizens and visitors share with those less fortunate by donating food and cash as part of the Thanksgiving tradition in Kitchener-Waterloo. As over 150 thousand fest-goers lined the streets to watch the Oktoberfest Thanksgiving Day Parade, one of the highlights of Canada’s Greatest Bavarian Festival, volunteers from corporate sponsors Zehrs Markets; Celadon Canada; NAPA Auto Parts; 96.7 CHYM FM/570 News; 105.3 Kool FM/Oldies 1090 and CTV shared their time to collect the donations along the parade route.

Earlier this week Molson Canada announced a contribution of 2,854 lbs of food and \$6,186.87 in cash donations for the Onkel Hans Food Drive. Kitchener-Waterloo Oktoberfest runs until October 18th and the Onkel Hans Food Drive runs to October 14th.

To support the Food Bank of Waterloo Region’s Thanksgiving Food Drive contact Ruth Friendship-Keller at 519-743-5576 ext. 225 or ruthf@thefoodbank.ca.



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, the second largest festival in Canada.

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For additional information:

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