

MEDIA RELEASE
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**Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade
2015 Selects Floats of Honour, Voters Pick People's Choice**

(Waterloo Region, ON - October 12, 2015) - The 2015 Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade Celebrity Judges have revealed their top picks for the best floats in this year's Thanksgiving Day Parade.

The floats that have been selected, by the judges, to receive honours this year are:
Festival Award (1st Place) - **Pirate Ship sponsored by Lancaster Smoke House**
Harvest Award (2nd Place) - **City of Waterloo Float**
Sponsors' Award (3rd Place) - **Red Riding Hood Float sponsored by German Canadian Remembrance Society**
Twin Cities Award (Best Spirit/Enthusiasm) - **UpTown Waterloo BIA Presents Moonshine Band**
Hans & Frieda Award (Use of Animation) - **War Amps of Canada**
Miss Oktoberfest Award (Best Visual) - **Old Lady in a Shoe Float sponsored by Polar Foam Demilec**
Wunderbar Award (Community Involvement) - **Kitchener-Waterloo Oktoberfest Mobile Maypole Team**

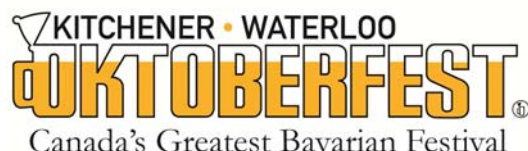
The 2015 Celebrity Judges for the parade were: **Hazel McCallion**, former Mississauga Mayor, **Sheryl Plouffe**, from The Weather Network, **Krista Valadao**, Toronto Rock cheerleader and **Nick Rose**, Toronto Rock (Lacrosse Team) goalie.

The Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade, which featured numerous colourful floats, clowns and award-winning marching bands on a brand new route, was broadcast nationally on CTV at 12 noon to an estimated audience of over one million viewers.

Once again this year, parade spectators were able to vote via text messaging for the Thanksgiving Day Parade People's Choice Float, sponsored by Hawksview Homes. Thirty floats competed for the honour, with the most votes going to the **Nelco Mechanical Float**. Congratulations to our winners!

"The 2015 edition of the Parade has once again shown everyone why Kitchener-Waterloo Oktoberfest is Canada's Greatest Bavarian Festival. Every year the Parade gets better and this year it set a new standard," said Dave MacNeil, Executive Director.

The 7th Annual Kitchener-Waterloo Oktoberfest 5K Fun Run navigated the Parade route just before the parade started, with over 400 participants there to Chase the Chicken! First place



went to **Jonathan Redfearn** of Waterloo with his time of 16:22 and **Alyssa Pearce** of Baden with her time of 19:29. Both were then whisked back to the start of the route to ride in the annual Parade.

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 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 480 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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