



The Search is on for the Next Oktoberfest Ambassador

- **Open this Friday to all who wish to apply**
- **More than one Ambassador may be selected**
 - **Application deadline is September 22**

August 30, 2023 – KITCHENER, ON – Last year [Kitchener-Waterloo Oktoberfest](#) launched the inaugural search for the next [Oktoberfest Ambassador](#). Applications go live this Friday, September 1st and the new Ambassador will be announced at the end of the 2023 Festival.

Like last year, this leadership program is open to all who wish to apply between the ages of 19 and 29 and reside in Waterloo Region (within 40KM), regardless of gender identity. There is no fee to apply.

“The Oktoberfest Ambassador Program is a one-of-a-kind opportunity within the Region focused on young professionals,” says Festival President Allan Cayenne. “The role is a unique blend of opportunities for self-growth, skill development and volunteerism, all while celebrating both Bavarian culture and our local, diverse community.”

Leading up to the Festival, which runs September 22 to October 14, candidates will learn about the roles and responsibilities of the Oktoberfest Ambassador, take part in festival traditions like collecting donations along the parade route for the Onkel Hans Food Drive, attend/volunteer at events and participate in an interview process. A selection committee comprised of community members has been put in place to select the next Ambassador (or Ambassadors, if there are several excellent candidates), and the announcement will be made at the end of the Festival.

“Once the Oktoberfest Ambassador(s) is/are selected, they will have the chance to immerse themselves in the year-round activities hosted by Oktoberfest,” adds the Festival’s Executive Director Tracy Van Kalsbeek. “The opportunity to spend a full year learning about the Festival, speaking at engagements and meeting people from all over the community gives them lots of practice so they are prepared and ready to go, once the Festival returns.”

Starting at 9:00 a.m. this Friday, interested candidates can apply to become the next Kitchener-Waterloo Oktoberfest Ambassador at: oktoberfest.ca/ambassador. Application deadline is September 22nd.

PHOTO ATTACHED: 2022 KITCHENER-WATERLOO AMBASSADOR, SAMANTHA HILD.

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About [Kitchener-Waterloo Oktoberfest](#)

The first Kitchener-Waterloo Oktoberfest was celebrated in 1969 at Concordia Club in Kitchener, organized by a group of dedicated founders. The keg was tapped and history was made. Since then, Kitchener-Waterloo Oktoberfest has developed its own traditions, becoming one of the largest Bavarian festivals outside of Germany. Hundreds of thousands of visitors celebrate annually in our Festhallen, at local restaurants and by attending one of our several family and cultural events, including the annual Willkommen Platz and the Thanksgiving Day Parade. More than just biergartens, Kitchener-Waterloo Oktoberfest is committed to supporting the cultural, economic and social vitality of Waterloo Region, bringing millions of dollars in economic benefit to the region each year. Through the Oktoberfest Cares initiative, the festival supports local charities and other not-for-profit organizations, partners with over 50 local hospitality businesses, and raises funds to donate meals to the Waterloo Region Food Bank through the Onkel Hans Food Drive. For more information visit oktoberfest.ca.

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