



Name the Turkey!

- **New Oktoberfest Thanksgiving Turkey Float for 2023**
 - **Naming Contest Announced**

September 25, 2023 – KITCHENER, ON – [Kitchener-Waterloo Oktoberfest](#) and [Ontario Turkey](#) invite you to name the newest Oktoberfest Thanksgiving Parade float.

You won't want to miss the larger-than-life Turkey making its debut in the [Oktoberfest Thanksgiving Day Parade](#) on Monday, October 9th. "We've continued to add fantastic floats, bands, entertainment and inflatables as part of our longstanding commitment to growing one of Canada's largest parades," shares Tracy Van Kalsbeek, Executive Director of Oktoberfest. "This newest float also represents a new food item on our Oktoberfest Willkommen Platz menu – helping to ensure there is something for everyone to eat and enjoy during the Festival."

"Turkey Farmers of Ontario (TFO) are excited to be partnering with Oktoberfest on the launch of the new turkey float for the Thanksgiving Day Parade and to offer delicious turkey menu features in the Platz," said Jon-Michael Falconer, General Manager of TFO. "Our aim is for turkey to be part of everyone's Thanksgiving tradition, so it felt like a natural fit to get consumers thinking about turkey at the Festival."

To enter:

1. Visit the Oktoberfest website and complete the "Name the Turkey" [form](#) with your ideas. There is no limit on the number of suggestions.
2. Timing is tight with the deadline for submissions at noon on Thursday, September 28th.
3. The person with the winning name will be contacted via email and receive a fun turkey prize package, compliments of Ontario Turkey.
4. The winning name will be debuted at the Thanksgiving Day Parade and announced on our Kitchener-Waterloo social media channels.

Check out the [Willkommen Platz](#) (located at 44 Gaukel Street) between October 5 – October 8 and sample the various food and beverage items including turkey legs, Oktoberfest-themed poutines and pizzas, schnitzel, featured cocktails and a large selection of beer.

PHOTO: rendering of the Turkey float.

-30-

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](#).

About Turkey Farmers of Ontario:

Turkey Farmers of Ontario (TFO) is a farmer-led organization that is dedicated to representing the interests of approximately 150 turkey farmers across the province. TFO promotes animal care and an efficient innovative marketing system for the industry to make turkey a healthy and regular choice for Canadian consumers.

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