



## **New Oktoberfest Ambassador Announced**

**October 14, 2023 – KITCHENER, ON** – [Kitchener-Waterloo Oktoberfest](#) is pleased to announce their newest Ambassador, Alexandra (Allie) Steffler. She succeeds 2022-2023 [Oktoberfest Ambassador](#), Samantha Hild.

Oktoberfest's Ambassador Program is a one-of-a-kind role with a unique blend of opportunities for self-growth, skill development and volunteerism, all while celebrating both Bavarian culture and our local diverse community. Open to residents of Waterloo Region aged 19 to 29, regardless of gender identity or ethnicity, it operates on four pillars including: community, festival traditions, giving back and personal passion. The Ambassador holds a prominent role with Oktoberfest, partaking in public speaking, media appearances, social media account management, Oktoberfest Cares initiatives and much more.

Like last year, the Oktoberfest Ambassador is being announced on the closing day of activities, allowing the successful candidate a full year to participate in community events and activities to help build upon their public relation skills for the next Festival. "We had several impressive applicants this year and our Ambassador team and Selection committee worked diligently to ensure an engaging and fair process," shares Allan Cayenne, Oktoberfest President. "We look forward to helping Allie connect with the community, achieve her goals, all while spreading that fantastic Gemütlichkeit spirit."

A recent Masters of Arts, Media Production graduate at Toronto Metropolitan University, Allie is currently a producer for the Canadian Broadcasting Corporation.

As a life-long resident of Waterloo Region, Allie has witnessed the positive impact that the Festival has made on the community. "Oktoberfest holds a special place in my heart, making it my most cherished time of the year," says new Oktoberfest Ambassador, Allie Steffler. "My goal is to create an atmosphere where everyone, regardless of their background, has the opportunity to experience the unity that Oktoberfest embodies. Becoming an Oktoberfest Ambassador allows me to contribute to the continuation of a beloved heritage, while enhancing it to better reflect our evolving community. I aim to be a bridge between tradition and progress."

PHOTO ATTACHED: 2023-2024 KITCHENER-WATERLOO AMBASSADOR, ALLIE STEFFLER

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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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