



## **Annual Oktoberfest Kick Off Luncheon**

- **Oktoberfest's Past Executive Director receiving Paul Harris Fellowship Award**

**October 2, 2023 KITCHENER, ON** – This coming Friday, October 6<sup>th</sup>, the [Rotary Club of Kitchener Westmount](#) is holding its Annual [Oktoberfest Kick Off Luncheon](#). Each year, [Kitchener-Waterloo Oktoberfest](#) and the Rotary partner to celebrate our community's rich heritage and enjoy great Bavarian food.

Hosted by the Club's president, Brandon Flewwelling, this popular event raises funds to support local and international charities. This year the Club will be presenting the Paul Harris Fellowship award to Alfred Lowrick, past Executive Director of Kitchener-Waterloo Oktoberfest.

"The Rotary Club of Kitchener-Westmount Paul Harris Fellowship recognition honours an individual who has made a significant contribution to the life of their community," shares Brandon Flewwelling, Club President. It is the highest honour the Rotary Club can bestow upon a person and represents a combination of fellowship and extraordinary service. "Alfred's longstanding dedication to our community and Oktoberfest as a Past Board President and later as its Past Executive Director, is inspiring and we are pleased to recognize all that he's done to give back and make a difference," adds Flewwelling.

"Alfred's contributions to the Festival and this community are immeasurable," notes Allan Cayenne, current President of Oktoberfest. "His steady management guided us through unprecedented times. His love for the Festival and our community is evident in everything he does and both have been made better thanks to his tireless efforts – he is very deserving of this award."

### **Event Details:**

**Date/Time:** October 6<sup>th</sup>, 2023 from 11:30 a.m. to 2:00 p.m.

**Venue:** Concordia Club

**Included:** Live entertainment and an official keg tapping

Tickets are \$65 each and can be ordered at <https://ticketing.rotarykw.com>

PHOTO: Alfred Lowrick

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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](http://oktoberfest.ca).

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