

## MEDIA ADVISORY



KITCHENER-WATERLOO OKTOBERFEST

WOMEN *of the* YEAR

### 2024 Women of the Year Awards

- Call for Vendors
- Tickets on Sale Now!

**February 21, 2024 – KITCHENER, ON** – Calling all vendors! Exhibit at the upcoming 2024 [Kitchener-Waterloo Oktoberfest Rogers Women of the Year](#) Awards to tap into the incredible purchasing power of women in Waterloo Region. Women are the most powerful consumers in the marketplace and our vendor expo provides a unique opportunity to engage with this demographic, generate leads and make sales. Over 600+ women attend this event annually. Don't miss out on your chance to increase visibility, connect with new customers and gain revenue. Limited spots available – save \$30 with the early bird deal (\$95). Details on how to be a vendor can be found [HERE](#).

Tickets for the Women of the Year Awards are now on sale for May 23<sup>rd</sup>, including special celebration packages, and can be purchased [HERE](#). This event sells out annually, be sure to get your ticket today!

#### About [Women of the Year](#)

Community members are encouraged to nominate deserving women in one of the [12 Women of the Year categories](#). Nominees must reside, work, volunteer or study within Waterloo Region. They can be individuals who are involved in the community, are an inspiration to others, motivate and/or embrace change. Nominees can also be folks who demonstrate initiative, recognize and confirm success in others, or who touch people's lives in quiet and compassionate ways. The **nomination deadline is 4:00 p.m. on March 31, 2024**. Everything regarding the Women of the Year nomination process, including the nomination [form](#), can be found [HERE](#).

Kitchener-Waterloo Oktoberfest Rogers Women of the Year is for all women. As in the past, nominations and nominees are inclusive of all women, non-binary, transgender, two-spirited, women of all classes, races, sexualities, ableness and identities.

The Kitchener-Waterloo Oktoberfest Rogers Women of the Year Awards are proudly supported by [Rogers](#), [Rogers TV](#), [CHYM 96.7](#), [Country 106.7](#), [CityNews 570](#) and [Sherwood Events](#).

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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 Feshallen, 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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