



2024 WOMEN OF THE YEAR SPEAKERS ANNOUNCED

- Martha Breithaupt
- Tricia Mumby

April 23, 2024 – KITCHENER, ON – [Kitchener-Waterloo Oktoberfest](#) is pleased to announce the 2024 [Women of the Year](#) Celebration Keynote Speakers: [State of Science](#)'s Director and Host Martha Breithaupt (mic: bright-up) and Co-founder of Mabel's Labels, Tricia Mumby.

About Martha

Martha is a scientist, innovation and funding expert with over two decades of experience as a thought leader, speaker, board member and tax practitioner. As Founder and Director of the educational video series, State of Science, Martha is on a mission to educate and (p)raise awareness for the innovative and leading-edge research and industrial capacity in Canada. Join Martha as she walks you through the lab, the job site and the shop floor of cool Canadian tech and explores today's State of Science.

"I am thrilled to take part in K-W Oktoberfest's Women of the Year awards and look forward to celebrating these outstanding women that, through their leadership and accomplishments, contribute to the success of our community every day!" notes Martha.

Relating Science to the world of Business and Mentorship, Martha will share personal stories of opportunity, dedication and support alongside science facts and interesting histories of community building Women of Waterloo Region.

About Tricia

Tricia Mumby is a co-founder of Mabel's Labels, a Canadian manufacturing and ecommerce success story. She and three friends boot-strapped the company from \$0 to eight figures in 12 years. They sold the company to the world's largest label company and built a huge community of moms in the process. Tricia now works as a mentor for start-ups across Canada.

"Many of the women in the room can already identify their life's "Sliding Door" moment when something changed, a chance was taken, and goals were crushed," says Tricia. "But many are still waiting. The doors are everywhere, stop waiting. Humility and patience will drain your precious time."

Tricia will be discussing how life-changing opportunities are infrequent and precious, rarely presenting themselves on a silver platter. It's time to embrace a philosophy of shamelessness, where we accept that the only person scrutinizing your performance is you! Women are often held to a higher standard. To overcome that pressure, we must dismiss the internal critics that hold us back and pursue our goals without shame.

More information about Martha and Tricia and their topics can be found [HERE](#).

"We are delighted to host Martha and Tricia as our keynotes this year," shares Tracy Van Kalsbeek, K-W Oktoberfest Executive Director. "Both are exemplary leaders in our community and across the country. They have unique and powerful stories to share and I'm sure we will all walk away inspired with new ideas!"

"Gowling WLG is extremely proud to be the speaker sponsor for two such distinguished women leaders in our community and to be involved in the Women of the Year event with Kitchener-Waterloo Oktoberfest," adds Rosa Lupo, Partner, Gowlings WLG. "The evening will prove to be the intersection of the celebration of a long-standing community organization such as Kitchener-Waterloo Oktoberfest and powerful female innovators in the K-W area."

Women of the Year tickets and celebration tables are now on sale and selling quickly. Find information [HERE](#).

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](#).

Photos enclosed: Martha Breithaupt and Tricia Mumby.

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. Tens of thousands of visitors celebrate annually in our Festhallen, at local restaurants and by attending one of our many family and cultural events. 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. Oktoberfest Cares provides funding for charitable partners and supports Festival initiatives that enrich our community such as the Onkel Hans Food Drive and keep admission costs low or free for favourites including the Women of the Year celebration and family-friendly events like KIDtoberfest, Thanksgiving Day Parade and Christkinderfest. For more information visit www.oktoberfest.ca.

Media Contact:

Tracy Van Kalsbeek, Executive Director
Kitchener-Waterloo Oktoberfest
519-616-0793 or tracy@oktoberfest.ca