



EAT | STAY | PLAY WITH OKTOBERFEST

- **PLUS! The RedHill Valleys Join 'Oktoberfest Goes Country' on Thanksgiving Weekend**

June 16, 2023 – KITCHENER, ON – [Kitchener-Waterloo Oktoberfest](#) is pleased to launch their new [Eat | Stay | Play](#) initiative. The program is designed to promote local businesses by offering unique and memorable Oktoberfest experiences to residents and visitors alike. Participating partners will gain increased visibility, customer engagement and opportunities for cross-promotion within the community. "Oktoberfest is a highly recognized brand in the Region and we invite local businesses to join us in showcasing our community's unique spirit of Gemütlichkeit with the hundreds of thousands of Festival goers who will visit this year," shares Tracy Van Kalsbeek, Executive Director of K-W Oktoberfest.

Partnership opportunities for hotels, restaurants and local businesses offering an Oktoberfest special or hosting an event include:

EAT – Restaurants, Cafes, Food Trucks, Bakeries, Breweries, etc.

STAY – Hotels, Bed & Breakfasts, Rentals, etc.

PLAY – Events, Entertainment Venues, Museums, Art Galleries, Tour Operators, etc.

For more information about the various packages available, visit: www.oktoberfest.ca/communitypartners/

[The RedHill Valleys](#) Join 'Oktoberfest Goes Country' at the [Willkommen Platz](#)

Along with the recent announcement of 'Oktoberfest Goes Country' headliner, [Nate Haller](#), the Festival is excited to share that Hamilton's Americana alt-country group [The RedHill Valleys](#) will be joining the line up on October 13th. With their powerful, earthy harmonies, rootsy guitar licks and timeless lyrics, The RedHill Valleys are sure to keep feet stomping and hands clapping. The nostalgic band continues to win awards and travel across the country with appearances on prominent stages including the Boots and Hearts Music Festival, Big Sky Music Festival and Cavendish Beach Music Festival. They're also visiting the US and UK, including three shows as part of C2C: Country to Country 2024, Europe's biggest country music festival. "With the release of their latest radio single 'Rhinestoned' and the digital release of 'Making Rumours' and 'Make It Out Alive,' The Redhill Valleys show no signs of slowing down as they continue to develop their sound and grow their audience," adds Van Kalsbeek. "We can't wait to host them at this year's Willkommen Platz in downtown Kitchener!" Learn more about the 2024 Willkommen Platz line up [HERE](#).

PHOTO ENCLOSED OF THE REDHILL VALLEYS

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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. 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.

About [Willkommen Platz](#)

Hosted by K-W Oktoberfest, Willkommen Platz is a three-day celebration that brings together the best Bavarian food, beer, music and spirit of Gemütlichkeit. Along with the official keg tapping, local vendor market, KIDtoberfest and DOGtoberfest, Willkommen Platz also includes live entertainment on two stages, polka bands, German dancing, buskers, kids' entertainers, delicious Bavarian culinary offerings, German and craft beers, Bavarian-themed activities and more. Raise and stein and sing Ein Prosit with us this year during the Thanksgiving weekend October 11 – 13 at Carl Zehr Square and King Street in downtown Kitchener, along with additional programming at the Gaukel Block. New this year, admission will be free for all Willkommen Platz entertainment.

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