



Keynote Speakers Announced for Inaugural Waterloo Region Women's Expo

April 22, 2025 – KITCHENER, ON – [Kitchener-Waterloo Oktoberfest](#) (KWO) is thrilled to announce the names of their inaugural [Waterloo Region Women's Expo](#) keynote speakers.

- Worthiness, wisdom and connection – international TEDx speaker, **Amy Ballantyne**, will provide a transformative experience that encourages women to recognize their inherent worth, embrace their inner wisdom and cultivate meaningful connections that foster growth and support.
- Power in community – Regional Councillor, **Colleen James**, will encourage and inspire our collective voices to create bold and lasting change by harnessing advocacy, unity and action.
- Winning at side hustles – co-founder of Canadian success story Mabel's Labels, **Tricia Mumby**, will demonstrate that starting isn't as hard as you think – it's brave, achievable and worth celebrating.
- Exploring the butterfly effect – dynamic marketer and PR executive, **Ellyn Winters-Robinson**, will share how she turned her breast cancer diagnosis into a global movement through AI for social impact.

"Building on our 50-year [Women of the Year](#) Awards legacy, the Women's Expo expands the celebration of women's achievements and contributions to our community," shares Tracy Van Kalsbeek, Executive Director. "This exciting, new event brings together local businesses, leaders and changemakers to learn from one another and creates a dynamic space for connection, inspiration and empowerment."

With something for everyone, the new expo will feature close to 80 women-focused business exhibitors, floral workshops by event partner, [Harp & Fin](#), and an abundance of interesting, self-discovery opportunities with the following session hosts: Crys Corner, Robin Farrell, Kerri Hallman, Jennifer Hutton, Lauren Keating, Andrea Mondoux, Kat Nantz, Chinyere Okafor, Emma Onderisin, Meg Pearson, Erin Phillips, Stephanie Soulis and Maggie Srouji.

Rounding out the day, expo sponsor, [Canadian Western Bank](#), will showcase a curated lineup of finance-focused sessions designed to empower and educate attendees through hosted sessions by: Sherry Shannon-Vanstone, Gowling WLG, BDO, Dr. Atinuke and Rebecca Shoenhardt.

About the Waterloo Region Women's Expo:

Date: Saturday, May 24, 2025 (not the long weekend!)

Time: 10:00 a.m. – 6:00 p.m.

Venue: Marshall Hall, Bingemans

[Tickets](#)

More information and event schedule found at: www.womenoftheyear.ca/expo

PHOTO ENCLOSED OF 2025 WOMEN'S EXPO KEYNOTE SPEAKERS

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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 the Willkommen Platz. For more information visit www.oktoberfest.ca.

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