

## Kitchener Panthers and Kitchener-Waterloo Oktoberfest Announce Exciting New Partnership Featuring “Oktoberfest in July” Game and Inaugural “Berlin Keg Tappers” Alter Ego

**April 23, 2026 – Kitchener, ON** – The [Kitchener Panthers](#) and [Kitchener-Waterloo Oktoberfest](#) (KWO) are proud to announce a new collaboration that brings together two of the region’s most iconic community organizations. This unique partnership celebrates local tradition, community spirit and professional baseball with a festive twist.

The highlight of this partnership will be a special “**Oktoberfest in July**” themed game, where the Panthers’ ballpark will be transformed into a lively celebration inspired by Kitchener-Waterloo’s most beloved festival. Fans can expect themed entertainment, music, food and in-game experiences that capture the spirit of Oktoberfest – right in the heart of baseball season.

As part of the celebration, the Panthers will debut their new, one-of-a-kind “**Berlin Keg Tappers**” alter ego uniform, blending the team’s identity with classic Bavarian flair. The limited-edition uniforms will be worn exclusively during the themed game, giving fans a fresh and memorable visual experience while honouring the region’s cultural heritage.

“This partnership is about bringing the community together,” said Shanif Hirani, Panthers General Manager. “Both organizations have rich history in this region, and this collaboration allows us to celebrate that shared connection with our fans in a fun and unique way.”

Tracy Van Kalsbeek, Executive Director of K-W Oktoberfest, echoed the excitement. “This partnership gives us an exciting opportunity to share Oktoberfest’s unique spirit of Gemütlichkeit beyond the traditional fall season. Combining baseball, Bavarian tradition and community pride makes ‘Oktoberfest in July’ a can’t-miss experience,” she shared.

Fans are encouraged to mark their calendars for **Thursday, July 23<sup>rd</sup> at 6:30 PM** to be part of this unforgettable night of baseball and Bavarian tradition.

Additional details including promotional elements and merchandise availability will be announced in the coming weeks through the Panthers and K-W Oktoberfest social media channels.

PHOTOS ENCLOSED OF NEW BERLIN KEG TAPPERS UNIFORM WITH PLAYER PETEY KIEFER AND KWO TEAM MEMBERS INCLUDING ONKEL HANS.

-30-

### 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 the annual Oktoberfest Thanksgiving Day Parade, KIDtoberfest and the Willkommen Platz. For more information visit [www.oktoberfest.ca](http://www.oktoberfest.ca).

## **About the [Kitchener Panthers](https://www.kitchenerpanthers.com)**

The Kitchener Panthers are a proud member of the Canadian Baseball League, delivering professional baseball and family-friendly entertainment to the Waterloo Region. Based at historic Jack Couch Park, the Panthers have built a strong tradition of competitive excellence, community involvement, and developing top Canadian and international talent. Committed to creating an exciting fan experience both on and off the field, the organization continues to be a cornerstone of local sport and a gathering place for baseball fans of all ages. For more information visit <https://www.kitchenerpanthers.com>

### **Media Contacts:**

Tracy Van Kalsbeek, Executive Director  
Kitchener-Waterloo Oktoberfest  
519-616-0793 or [tracy@oktoberfest.ca](mailto:tracy@oktoberfest.ca)

Shanif Hirani, General Manager  
Waterloo Region Sports & Entertainment  
(548) 255-6423 or [shanif@wrse.ca](mailto:shanif@wrse.ca)