MEDIA RELEASE
FOR IMMEDIATE RELEASE

The Search is on for the 2026 Oktoberfest Ambassador

- **Open to all who wish to apply**
- **Application deadline is September 21**
- **More than one Ambassador may be selected**

August 24, 2026 – KITCHENER, ON – Kitchener-Waterloo Oktoberfest is pleased to launch the search for the next Oktoberfest Ambassador. Applications are now live and the new Ambassador will be announced at the end of the 2026 Festival.

Like the past few years, this leadership program is open to all who wish to apply between the ages of 19 and 29 and reside in Waterloo Region (within 40 KM), regardless of gender identity. There is no fee to apply.

"The Oktoberfest Ambassador Program is a one-of-a-kind opportunity within the Region focused on young professionals," shares Executive Director Tracy Van Kalsbeek. "The role is a unique blend of opportunities for self-growth, skill development and volunteerism, all while celebrating both Bavarian culture and our local, diverse community."

Leading up to the Festival, which runs September 25th to October 17th, candidates will learn about the roles and responsibilities of the Oktoberfest Ambassador, take part in Festival traditions like collecting donations along the parade route for the Onkel Hans Food Drive, attend and volunteer at events as well as participate in an interview process. A selection committee comprised of community members has been put in place to select the next Ambassador (or Ambassadors, if there are several excellent candidates) and the announcement will be made at the end of the 2026 Festival.

Once selected, the new Ambassador will have the chance to immerse themselves in the year-round activities hosted by Oktoberfest. They will spend a full year learning about the Festival, speaking at events, making presentations and meeting people from all over the community and beyond – which gives them lots of practice so they are prepared and ready to go once the Festival returns in 2027.

Interested candidates can apply to become the next Kitchener-Waterloo Oktoberfest Ambassador at: oktoberfest.ca/ambassador. Application deadline is September 21st.

PHOTO ATTACHED: 2025 K-W OKTOBERFEST AMBASSADOR, Andre Killingbeck

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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 Waterloo Region Women's Expo along with family-friendly events like KIDtoberfest, Thanksgiving Day Parade and the Willkommen Platz. For more information visit www.oktoberfest.ca.

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