MEDIA RELEASE
FOR IMMEDIATE RELEASE

Annual Oktoberfest Family Treasure Hunt Returns to Fairview Park

SEPTEMBER 1, 2026 – KITCHENER, ON – Kitchener-Waterloo Oktoberfest (KWO) and Fairview Park are pleased to announce the return of the popular Oktoberfest Family Treasure Hunt on Saturday, September 26, 2026.

For a second year this special, family-friendly Oktoberfest event can be found in the heart of Fairview Park Mall. Attendees can enjoy live Oktoberfest entertainment and special appearances by favourites like Onkel Hans and the Silly People. "We are excited to once again celebrate Oktoberfest at the mall this year," says Vladamir Blagovcanin, General Manager of Fairview Park Mall. "Families are invited to join in the fun with wunderbar activities, lots of prizes, kids entertainment and treasure hunt - you won't want to miss it!"

Roaming accordionists, Oktoberfest crafts, a family photo station, Baby Dinosaur Show, live book readings. Chicken Dancing with Onkel Hans and his mascot friends plus a fun root bier keg tapping for the kids is all on tap. Adds Tracy Van Kalsbeek, Executive Director of KWO, "And, don't miss your chance to participate in the Treasure Hunt! You can follow Onkel Hans' treasure map around the mall to collect all nine stickers for a chance to win one of three amazing prizes." Maps can be found at the Treasure Hunt station in Bay Court. Participants must complete the treasure map and submit their finished entry to be eligible for the prize draw.

Date: Saturday, September 26, 2026

Time: Mall hours 10:00 a.m. to 6:00 p.m. Event hours – 11:00 a.m. to 2:00 p.m.

Location: Fairview Park Mall – Bay Court, out front of Hudson's Bay

The entertainment lineup can be found online at KWO Events HERE under Treasure Hunt

Participating mall stores: Ardene, Freedom Mobile, JD Sports, Journeys, Linen Chest, Purdys Chocolatier, Showcase, Suzy Shier and Tommy Gun's Original Barbershop

Treasure Hunt 1st Prize: $250 Fairview Park Gift Card

Treasure Hunt 2nd Prize: $100 Fairview Park Gift Card + $25 New York Fries Gift Card

Treasure Hunt 3rd Prize: $50 Fairview Park Gift Card

Admission cost for this event is a nonperishable food donation to the Onkel Hans Food Drive.

EVENT POSTER ATTACHED

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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 as well as family-friendly events like KIDtoberfest, Thanksgiving Day Parade and the Willkommen Platz. For more information visit www.oktoberfest.ca.

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