PRESS RELEASE
FOR IMMEDIATE RELEASE

Sharon Hampson Named 2026 Grand Parade Marshal for the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade

- **Kidchella – Oktoberfest Edition – at THEMUSEUM Directly Following Parade**

September 24, 2026 – Kitchener, ON – Sharon Hampson, the folk singer and children's entertainer best known as a member of the trio Sharon, Lois and Bram, has been named the official Grand Parade Marshal for the 2026 Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade.

"I am so pleased and honoured to serve as the Grand Parade Marshal for this year's Oktoberfest Thanksgiving Day Parade, along with my daughter Randi and old pal Elephant," said Sharon. "For generations, music has brought children, families and communities together and this parade does the same. Whether you grew up singing Skinnamarink or are sharing it with a new generation, its message of love, kindness and connection never gets old. I'm thrilled to be part of a tradition that creates lasting memories and brings people together. I love you in the morning and in the afternoon and I can't wait to celebrate with everyone this Thanksgiving weekend!"

Tracy Van Kalsbeek, Executive Director of Kitchener-Waterloo Oktoberfest, shared her excitement: "Like so many Canadians, I grew up singing along with Sharon, Lois and Bram and their music holds a special place in my heart. Our Thanksgiving Day Parade is also a cherished tradition that has brought families together for over 55 years, so welcoming Sharon as this year's Grand Parade Marshal feels especially meaningful. We are thrilled to celebrate her remarkable legacy and create joyful new memories with our community this Thanksgiving."

The annual K-W Oktoberfest Thanksgiving Day Parade takes place this year on Monday, October 12th. As in the past, the parade begins at 9:30 am starting from Weber St. and Frederick St. in Kitchener and travels to Weber St. and Bridgeport Rd. in Waterloo.

Kidchella – Oktoberfest Edition

Directly after the parade on October 12, Sharon will appear at Kidchella, Oktoberfest Edition, at THEMUSEUM. The indoor music festival will feature live performances by family-friendly musical artists. Sharon will be joined by her daughter Randi as well as Mr. J & Cherry Lane. David Marskell, CEO of THEMUSEUM said, "We are pleased to again be partnering with Oktoberfest to bring fun family activity downtown. Guests can enjoy dancing to kid-friendly tunes, as well as explore THEMUSEUM and experience our newest exhibition *Leonardo da Vinci – 500 Years of Genius* plus family favourite, *KALEIDOSCOPE*!" Tickets can be purchased HERE.

PHOTO ENCLOSED: SHARON HAMPSON, RANDI HAMPSON AND ELEPHANT

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

ABOUT THEMUSEUM

Located at 10 King Street West, Kitchener, Ontario, THEMUSEUM is a vibrant cultural institution dedicated to igniting curiosity and stimulating creativity through dynamic exhibitions, innovative programs, and immersive experiences. With a commitment to inclusivity and accessibility, THEMUSEUM strives to inspire learning, spark dialogue, and foster a sense of wonder for visitors of all ages.

Website: wwwTHEMUSEUM.ca
Instagram: @THEMUSEUMkitchener
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