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**For Immediate Release****Cambridge Onboard for Kitchener-Waterloo Oktoberfest  
Celebration Hosted by City and Rotary Club - Community Volunteers Needed**

Cambridge, Ontario. September 10, 2010... One of the region's most notable events, the Kitchener-Waterloo Oktoberfest, will now be part of the mix in Cambridge. A first for the City of Cambridge, the local celebrations will run from October 6-8<sup>th</sup> at the festhalle tent located in the parking lot of the Cambridge Centre, 355 Hespeler Road.

"This is a wonderful opportunity for the community to share in the Oktoberfest experience right here in Cambridge," says Mayor Doug Craig.

The City of Cambridge will host a free Oktoberfest luncheon courtesy of M&M Meat Shop at 12 noon on Wednesday, October 6<sup>th</sup>. There will be an official keg tapping ceremony and Maypole raising with Kitchener-Waterloo Oktoberfest officials including Miss Oktoberfest and Onkel Hans, with live entertainment from The Black Forest Band.

The celebrations continue under the leadership of the Rotary Club of Cambridge (Preston-Hespeler). The charitable organization will bring a multitude of entertainment to the festhalle along with traditional food. President of the service club, Gord McSevney, says the members are excited to be working on the event. "It's so important to showcase this event here in Cambridge and we are asking people to help with the many volunteer jobs that are available to make the event a success. The Rotary Club has a long history in Cambridge beginning on April 29<sup>th</sup>, 1926. The group represents both men and woman and membership currently sits at 35.

More information on the schedule of events, entertainment and hours of operation will be available soon, but mark your calendars for this inaugural Cambridge celebration.

Cambridge Councillor Karl Kiefer, a member of the Kitchener-Waterloo Oktoberfest Advisory Committee, spearheaded the City's involvement. "It's a partnership approach this year which we are hoping to continue to build for future years," says Kiefer.

The City of Cambridge has also teamed up with the Chamber of Commerce to be in the traditional Oktoberfest Thanksgiving Parade slated for Monday, October 11<sup>th</sup>.

"We are thrilled to officially bring the City of Cambridge onboard this year. The new Cambridge Festhalle brings the total to 18 throughout the region," says Larry Blundell, the Executive Director for Kitchener-Waterloo Oktoberfest Inc.

The Kitchener-Waterloo Oktoberfest is the largest Bavarian festival in North America. It was started in 1969 here in the region and continues to bring crowds from all over the country, possibly the world to the eleven-day festival.

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#### About Cambridge

The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2009, the population reached over 126,000 people. With a multicultural mix and a strong foundation of support services, Cambridge has a diverse economic base with leading industries in advanced manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a progressive work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement.

For more information on the area or the corporation visit [www.cambridge.ca](http://www.cambridge.ca)

The City of Cambridge press room is located at [http://www.cambridge.ca/the\\_office\\_of\\_the\\_chief\\_administrative\\_officer/corporate\\_communications\\_marketing](http://www.cambridge.ca/the_office_of_the_chief_administrative_officer/corporate_communications_marketing)

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