

PRESS RELEASE

FOR IMMEDIATE RELEASE



Inaugural Mayor's Oktoberfest Market

September 17, 2021 – WATERLOO, ON – In lieu of the annual Mayor's Oktoberfest Luncheon and Great Oktoberfest Barrel Race, Mayor Dave Jaworsky, City of Waterloo Council, the Uptown Waterloo Business Improvement Area (BIA) and Kitchener-Waterloo Oktoberfest have collaborated to present the inaugural [Mayor's Oktoberfest Market](#).

Taking place in the Waterloo City Hall parking lot on October 2, 2021 from 10:00 am until 4:00 pm, the one-day market will feature a variety of local vendors and special Oktoberfest-themed performances can be discovered throughout the timing of the event.

"Oktoberfest is a long-standing tradition in our community and we wanted to find a way to continue the celebration in a safe, responsible way," says Waterloo Mayor Dave Jaworsky. "The market allows community members to support local business, while also getting into the 'wunderbar' Oktoberfest spirit!"

Residents of Waterloo (and beyond) are encouraged to drop by the market for a mix of artisan, food and retail vendors and after, take a stroll through Uptown and explore some of the 450+ businesses.

Entry into the market is completely free but visitors are urged to bring non-perishable food items to be donated to The Food Bank of Waterloo Region.

"And, to add a bit more fun, we are hosting a selfie photo contest," adds Tracy Van Kalsbeek, Executive Director of the Uptown Waterloo BIA. "There will be a special area set up at the market for selfies and visitors can snap a pic, share it on social media with the hashtag #mayorsmarketselfie – all for a chance to win Uptown Dollars and other cool prizes."

Interested in being a vendor?

Spots are filling up quickly to be a vendor at the Mayor's Oktoberfest Market. If you are interested in learning more, please fill out this [FORM](#).

Rain date: October 3rd.

Photos enclosed.

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About the [Uptown Waterloo Business Improvement Area](#)

Formed in 1972, the Uptown Waterloo Business Improvement Area (BIA) is a committee of the City of Waterloo's Council responsible for the organization, physical improvement and economic development of the Uptown business area. As an independent, non-profit organization, we are led by a volunteer Board of Directors comprised of business and property owners, persons voted in by rate-paying member(s) and member(s) of Waterloo Council.

uptownwaterloobia.com [Facebook](#) [Twitter](#) [Instagram](#)

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The logo for "come on up." in a bold, lowercase, yellow font, set against a dark blue background with abstract geometric shapes.