



Media release  
FOR IMMEDIATE RELEASE  
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## Kitchener's beloved Christkindl Market takes on new online format for 2020

Kitchener - Kitchener's annual 4-day festival and beloved Christkindl Market is expanding to 24-days this year! The favourite traditional festivities at Kitchener City Hall move to an online format for 2020. The City of Kitchener, the Downtown Kitchener Business Improvement Area (BIA), and Christkindl Market committee are excited to keep this beloved, family tradition alive again this year. Relive the sights and sounds from previous years and enjoy new ones such as recipes, stories of traditions, downtown walking tour, and of course online shopping from your favorite butchers, bakers, and toymakers.

"The holiday season is one of my favourite times of the year and going to the Christkindl Market is one of my favourite traditions to kick off the season," said Kitchener Mayor Berry Urbanovic. "While things need to be different in 2020 due to the pandemic, this much-beloved market will continue, differently this year, with a new online market and entertainment including the throwback to some great moments from previous Christkindl celebrations. I know this news will bring a smile, and festive cheer to families who have made this a tradition for over 20 years."

This year's 24<sup>th</sup> annual Christkindl Market 2020 includes:

- 24-day online Advent calendar to enjoy and relive memories over the past 23 years.
- Online shopping links to your favorite vendors - holiday gifts, traditional and handmade treasures as well as delicious holiday specialty foods and treats.
- Fresh Christmas trees will be for sale via curbside pick by car on December 4 and 5 thanks to Downtown Kitchener BIA. Stay tuned for more information.
- At Home with Christkindl Market-In-A-Box gives you an enhanced experience at home. Limited number for sale. Stay tuned for details.

"New this year, the At Home with Christkindl Market-In-A-Box, allows visitors to bring all the joy they love to experience at Kitchener City hall - into their homes," says Monica Reid, President of Christkindl Market committee. "Our 24-day Advent calendar will let you enjoy our festival of German Christmas with your family and friends from December 1<sup>st</sup> right through to December 24<sup>th</sup>. Each day, visitors can open a new door and uncover that day's mix of videos, entertainment, stories, interviews from past years, holiday crafts, recipes, and so much more."

This centuries-old festival of German Christmas was brought to Kitchener in 1997. The beloved family tradition typically sees 40-thousand visitors in downtown Kitchener over 4 days. This year, the new format with current provincial and regional public health guidelines on gathering limits and physical distancing - means you can enjoy the festival for 24 days.

For more information stay tuned to [www.christkindl.ca](http://www.christkindl.ca).

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For more information:

Shawn Falcao

Manager, Corporate Communications and Marketing

[shawn.falcao@kitchener.ca](mailto:shawn.falcao@kitchener.ca)