

PRESS RELEASE

OTF grant to the German-Canadian Remembrance Society supports Christkindl Market in Kitchener

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Kitchener, ON - In 2019, Ontario Trillium Foundation awarded the German-Canadian Remembrance Society a Capital grant of \$60,000 to purchase eight new huts and eight new accessible Bavarian food stands in support of its Christmas cultural initiative, the Christkindl Market. This new infrastructure will hopefully be presented during this year's festival.

In celebration of its 25th annual, Kitchener's 4-day festival, December 2nd to 5th, will also expand to a 25-day online format due to the pandemic. While the organizing committee awaits public health updates, planning is underway regarding potential entertainment and vendor opportunities.

Pivoting online was already a successful initiative since Festivals Events Ontario (FEO) awarded Christkindl Market the 2021 Achievement Award of the Year for the way its first-ever online-only festival was presented in 2020.

Every year, the Christkindl Market, which is Kitchener's emblematic German Christmas festival, has an influence on the lives of over 40,000 people in the community and throughout the province. Through funding from OTF to the German Canadian Remembrance Society, the festival hopes to have an even bigger impact.

"There is now room for eight new outdoor vendors and eight new easily accessible places for visitors to enjoy the season's specialty beverages and foods thanks to the OTF grant." said Christkindl Market Committee President, Monica Reid.

The three online initiatives introduced during lockdown in 2020 will be back by popular demand and are now part of the 'AT HOME' with Christkindl Market presentation and consist of:

1. Advent Calendar for 25 days
2. Christkindl Marketplace of more than 70 Artisans and Shops
3. Sales of "Christkindl-In-A-Box"

A unique entertainment planned for 2021 is a sneak peek of a new winter Olympic sport 'EISSTOCKSCHIESSEN' or Ice Stock, which is a sport similar to curling.



Besides the German-Canadian Remembrance Society and OTF, the Christkindl Market will be supported by its 25-year community partners, including the German Canadian Business and Professional Association, Kitchener BIA, and the City of Kitchener. As well as sponsors including presenting sponsor Heffner Lexus Toyota.

"25 years ago, the German Canadian Business and Professional Association was a founding organization that helped establish Christkindl Market as 'a Festival of German Christmas.' We have been pleased to see how it has become an iconic event promoting our local German-Canadian culture and heritage," says Harry Drung, President. "Staying true to its founding principles, and offering a wide range of entertainment and products, ensures the Christkindl Market festival continues to grow in popularity. Every visitor leaves with a positive experience, which will ensure its existence for many more years to come."

"Christkindl Market is helping arts, culture and heritage have appropriate space in our lives. While kick-off for the annual festival is still 160 days away, Christkindl Market Committee is sharing the good news of the OTF grant with the community to help create renewed excitement." Joe Liebel, Treasurer, German-Canadian Remembrance Society.

For more information, stay tuned to www.christkindl.ca where you can also sign up to receive updates and news.

The German-Canadian Remembrance Society is a charitable, non-profit organization of Canadian citizens of German descent and heritage. Their goal and objective is the progressive documentation, maintenance and representation of the achievements and legacy of German immigrants in Canada. Among its annual initiatives: German Pioneers Day, German Heritage Month, and Christkindl Market, etc.

The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada's leading granting foundations. OTF awarded \$115 million to 644 projects last year to build healthy and vibrant communities in Ontario.

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