



Media Release

Reconnect at the 2022 Westerner Days Fair & Exhibition

April 20, 2022 | Red Deer, AB – After a two-year hiatus, planning is now underway for the Westerner Days Fair & Exposition, July 20-24, 2022!

Including classic Fair features plus new experiences, Westerner Days will be an opportunity to reconnect, share experiences, and build new memories with friends and family.

“We are excited to be planning the largest summer celebration in Central Alberta,” said Mike Olesen, CEO of Westerner Park. “With the midway, pony chuckwagon races, and an extensive assortment of activities and entertainment for children and adults alike, you have the makings of five great days. For our community, Westerner Days also has a major impact on the economy of Red Deer and surrounding area, with the overall effect estimated to be in excess of \$7 million dollars.”

Westerner Days will continue the tradition it has set for over 130 years of delivering a top quality, authentic, action-packed event, offering something for everyone:

Family Fun

- North American Midway, featuring all the fan favorites for little tykes and thrill-seekers alike
- Kids Corral.

Entertainment & Shows

- TD Main Stage – Peavey Mart Centrum will be host to three concerts – headliner announcements coming soon
- The Canine Stars stunt dog show
- New this year, the Exhibition Hall will host an International Festival, celebrating diversity and culture.

Agriculture

- North American Pony Chuckwagon Championships
- Agricultural shows and exhibits.

Shopping | Food

- 19th Street Market
- The most popular treats and food indulgences at Grub Hub
- Kick back and enjoy a farm-to-fork western style meal at the Family Barbeque Chalet
- Enjoy a festival-vibe at the Outdoor Beer Gardens with live entertainment.

Community

- Westerner Days Parade: kicking off Westerner Days, we look forward to seeing the thousands of people who line the streets of Red Deer's historical district to watch the variety of parade entries, including horse-drawn wagons, decorated vehicles, elaborate floats, dance troops, marching bands, mini cars, and collector vehicles
- Organizations from across the city are invited to get in the western spirit by hosting their own off-site event, marching in the Westerner Days Parade, volunteering at Westerner Days, or setting up shop at the 19th Street Market.

Ride All Day (RAD) Passes, plus concert series tickets, will be available online at www.ticketsalberta.com in May. Westerner Park now offers Free Parking too, providing greater value to fair-goers.

A new website at www.westernerdays.ca is currently under construction but more information will be coming soon.

Reconnecting with each other and building those priceless moments at the Fair is all part of what makes Westerner Days Central Alberta's largest summer celebration!

- 30 -

About Westerner Days

Westerner Days Fair & Exposition is Central Alberta's largest summer celebration, with five days of live entertainment, midway rides, nightly Pony Chuckwagon Races, good food, and great company! Each year, Westerner Days has a major impact on the economy of Red Deer and surrounding area, with the overall effect estimated to be in excess of \$7 million. Local businesses recognize this value, providing support and participating by sponsoring the many activities that make the event special and fun.

About Westerner Park

Westerner Park is Central Alberta's largest tradeshow, agricultural, sports, entertainment and convention facility. A not-for-profit organization and agricultural society, Westerner Park typically generates \$150 million annually in economic activity, hosting over 1,500 events and 1.5 million visitors each year.

For more information, please contact:

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