



Media Release

For more information, please contact:

Tracy Kelly
Marketing & Communications Manager
P 403.309.0207
E tkelly@westernerpark.ca

Westerner Days Parade Going Ahead Thanks to Community Support

June 28 2022 | Red Deer, AB – The Westerner Days Fair & Exposition will again kick off with the annual Parade, thanks to the support of the Central Alberta community!

Originally at risk of cancellation, local businesses and community organizations responded to the call for entries and the Parade will be held in downtown Red Deer at 9:30am on Wednesday, July 20th.

“This is an example of what makes Central Alberta an incredible community,” said Mike Olesen, CEO of Westerner Park. “The annual parade is organized by local leaders and Westerner Park staff and volunteers, but it is really an event put on for all area residents and businesses to participate in this summer celebration. We thank the local organizations and businesses who have again demonstrated their spirit of commitment, cooperation, and support of community initiatives.”

Parade spectators are encouraged to come out and cheer on the 70+ entries, ranging from classic cars, floats, decorated vehicles, and community groups. Several local businesses have also communicated a willingness to host an offsite event, such as a Pancake Breakfast and Barbeque, and details will be coming soon as these plans are finalized.

We are looking forward to the full Westerner Days experience, including the offsite community engagement events, plus all the onsite attractions such as Concerts, Midway rides, Pony Chuckwagons, great food, and reconnecting with friends and family. The parade route and all Westerner Days details can be found at WesternerDays.ca.

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About Westerner Days

Westerner Days Fair & Exposition is Central Alberta's largest summer celebration, with five days of live entertainment, midway rides, 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.