



# Media Release

## Reimagining the 2023 Westerner Days Fair & Exposition

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**March 22, 2023 | Red Deer, AB** – Westerner Park is excited to announce plans for Central Alberta's largest summer celebration, the Westerner Days Fair & Exposition, July 19 - 23, 2023!

"We were really pleased with the response from the community last year, with excellent attendance, volunteer involvement, and business and community support. We are building upon this by reimagining the experience at Westerner Days by bringing together new ideas and fresh approaches, with fair classics and timeless attractions," said Mike Olesen, CEO of Westerner Park. "For our community, Westerner Days is an opportunity for family and friends to enjoy time together at the fair, and it also contributes to the economy of Red Deer and surrounding area."

With the midway, pony chuckwagon races, and an extensive assortment of activities and entertainment for children and adults alike, 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

**Peavey Mart Centrium Main Stage** – concert announcement coming soon!

### **Outdoor Entertainment District**

- Beer Gardens with live entertainment throughout the day and night, open to guests of all ages
- Food vendors featuring everything from filling meals to food indulgences and treats
- Plenty of seating and eating areas

### **Market, Shows & Music**

Located in the Pavilions and Exhibition Hall, the Market will bring together live entertainment and vendors around common themes - children & family, lifestyle & culture, and agriculture. Held in our Pavilions and Exhibition Hall, visitors will be able to shop while taking in all of the free shows, including live musicians, stunt dog show, reptile exhibit, farm animals, and more.

### **North American Pony Chuckwagon Championships**

An integral part of the Fair, the North American Pony Chuckwagon Championships will provide 5 days of racing excitement featuring the Pony Chuckwagons, Chariots, and the Stars of Tomorrow.



### **Community**

- Westerner Days Parade: kicking off Westerner Days, thousands of people will 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 in the Market.

Applications for the Market, Grub Hub, and Parade are now open at [Get Involved in Westerner Days](#).

All Westerner Days tickets, Ride All Day wristbands, and Concert tickets go on sale March 28 at 10:00am at [Tickets Alberta](#). To provide greater value for fair-goers, there will now be more opportunity for savings, including three discount days, a combo savings pack for the Concert + Ride All Day wristband + Admission, and continued free parking.

Visit the [Westerner Days website](#) for all the news and announcements about Central Alberta's largest summer celebration!

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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, 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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