

Canadian Western Agribition's 39th Edition Features a New Eight Day Schedule

New attractions and additions to this year's event

Canadian Western Agribition (CWA) will unveil a new Saturday-to-Saturday schedule in 2009 when the doors open on Saturday, November 21st thru to Saturday, November 28th at Evraz Place in Regina, SK.

Features include a trio of tradeshow and information showcases, expanded light horse and entertainment agendas, and a strong beef show calendar.

"Our world-class purebred beef show and sale program is still the foundation upon which we build Canadian Western Agribition each year," said Jason Pollock, CEO and General Manager of Canadian Western Agribition. "In 2009 Canadian Western Agribition will host eight National purebred beef shows, and purebred beef entries are at a four-year high reaching over 1,900. Every region of Canada will be represented from the Rockies to the Maritimes. In addition, exhibitor entries from the United States of America are at the highest level since 2003."

Known as an international marketplace, Canadian Western Agribition, International Business Centre is looking forward to hosting qualified buyers planning to attend the annual event with large delegations registered to attend from both Finland and Russia.

"With increased entries along with our enhanced and expanded schedule, rural, urban and international visitors can look forward to both an enjoyable and productive business environment over eight days," Pollock added.

Highlights of the 2009 edition of Canadian Western Agribition include:

- The purebred beef calendar includes thirteen purebred beef shows with eight National Shows and eight sales.
- The new opening weekend schedule offers a pair of new tradeshow showcases. Agribition's Acreage Showcase features all aspects and interests relating to the growing acreage lifestyle in the Agribition Building and Ag-Ex Pavilion on Saturday and Sunday. The Cowboy Arts and Heritage Showcase features a wide range of events and displays dedicated to traditional and modern western lifestyles in the Brandt Centre from opening Saturday to Monday, November 23rd. As a result of the new showcases, Agribition's Agri-Business tradeshow will open beginning at 10 a.m. daily from Tuesday, November 24th to Saturday, November 28th.
- A Cowboy Church Service returns to the opening weekend's Sunday schedule, offering traditional and contemporary western music as a backdrop for quiet reflection.
- Returning in 2009 is the Select Carriage Display and Auction featuring restored horse drawn vehicles and implements. The display will be open beginning Sunday concluding with the auction on Tuesday, November 24th.
- Exciting changes to Agribition's light horse calendar include an expansion of the Agribition Ranch Rodeo to a three day event beginning Saturday, with the Finals taking place Monday, November 23rd in the Brandt Centre; Team Cattle Penning has moved to begin over the first two days of Agribition, as part of the new opening weekend format; and this year will feature the return of Canada's Greatest Cowhorse Competition to Agribition's Thursday schedule.
- Divisions in the Canadian Horse Pull Finals have been brought together into a dramatic one day demonstration of horse power. Lightweight, Middleweight and Heavyweight competitions will take place in the Brandt Centre on Tuesday, November 24th.
- A new noon-hour entertainment package has been introduced in the Brandt Centre daily. Depending on the day, entertainment could include Trick Horse Trainer Jackie Johnson, Miniature Chuck Wagon Racing, Wildtime Productions' Cowboy Stuntmen and Denny the Rodeo Clown. The noon show is free with Agribition gate admission.
- Agribition is recognizing the importance of the Grasslands component in the ranching industry with "Grasslands! Your Forage and Ranching Experience", a dedicated portion of the show to emphasize forage related information and commercial displays.
- Minor changes from the traditional Agribition schedule have also been made to a number of other events. These include the move of the NAERIC Draft Horse Classic Sale to Monday, November 23rd; the First Lady Classic will begin with the new futurity at 1 p.m. on Tuesday, November 24th and the rescheduling of the Prospect Steer & Heifer Show and Sale to the final day on the Agribition schedule.

Complete details of the 39th Agribition, along with a day-by-day and hour-by-hour schedule of events for the entire eight days, can be found at Agribition's website www.agribition.com.

Canadian Western Agribition is Canada's premier international livestock show and marketplace. The 39th edition of Canadian Western Agribition will be held Saturday, November 21st to Saturday, November 28th, 2009 at Evraz Place Regina, Saskatchewan.

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