



NEWS RELEASE

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Canadian Western Agribition sees growth through transition year

REGINA, SASKATCHEWAN – On Saturday, November 26th, the 46th edition of Canadian Western Agribition (CWA) came to an end, and organizers announced positive results.

Full Contact Jousting and the return of Agribition Pro Rodeo were both huge successes. These events attracted more than 25,000 visitors over five nights, a new entertainment record.

Livestock entries were at capacity, with the sheep, goats, horses, and some purebred beef spending their first show in the new International Trade Centre. Cattle sales were strong with the highest selling bull sold at \$70,000 for two-thirds possession.

CWA's international program also continues to grow as 2016 saw another increase in qualified buyers who doubled their spend at the show from the previous year. The show was visited by over 1,200 international guests from 75 different countries, another new record.

"We are excited to see numbers this strong. It's a testament to the show's capabilities to see it thrive and continue to attract people and commerce no matter what's happening in the wider economy," says CWA CEO, Chris Lane.

Trade show also grew this year with a new high of 450 exhibitors, filling up more space than ever before.

Over 8,000 students attended CWA through the registered Education Program. This is an all-time high of registered students.

"The feedback we received has been overwhelmingly positive. Visitors and exhibitors had a great year, despite the changes with layout and infrastructure. They are excited for next year and the fully complete International Trade Centre," notes Stewart Stone, CWA President.

Overall attendance for the 2016 show was more than 123,000 over the six-day event.

"Over a five year trend, we are exactly where we expect and want to be. All of the right things are in place for a smart and sustainable growth. We are proud to contribute over \$56 million to the provincial economy," says Lane.

Financial results of Regina's signature event will be released at the Annual General Meeting in April 2017.

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Canadian Western Agribition (CWA), located in Regina, Saskatchewan, is the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features horses, bison, sheep, goats and an extensive agribusiness trade show. CWA continues to promote the expansion, development and interest in agriculture. The 47th edition of CWA will be held November 20-25, 2017.

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