



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **New partnership brings more entertainment to Canadian Western Agribition**

REGINA, SASKATCHEWAN – Canadian Western Agribition (CWA) is pleased to announce an entertainment partnership with Country Thunder Music Festivals.

“Bringing the Agribition experience together with Country Thunder is a natural fit for us,” says CWA CEO, Chris Lane. “Aligning two of the best-known brands like this will be a win for fans of both organizations.”

Craven Country Jamboree recently rebranded as Country Thunder Saskatchewan, and are partnering with CWA to bring the Country Thunder Stage at Agribition. The Country Thunder Stage will be located in the Bud Light Loading Chute and feature live music all week long.

"We are extremely pleased to welcome Canadian Western Agribition to CT Nation!" says Ted Gross of Country Thunder Saskatchewan. "The name is different, but these two tremendous brands, and Saskatchewan traditions, have been around for a long time - we certainly look forward to the future."

Music acts will be announced in the coming weeks. Watch CWA and Country Thunder social media and websites for more information.

– 30 –

#### **For more information, please contact:**

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#### **About Canadian Western Agribition**

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 46th edition of CWA will be held November 21-26, 2016.

#### **For more information, please contact:**

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#### **About Country Thunder Saskatchewan**

Country Thunder Music Festivals holds annual country music festivals in Arizona, Saskatchewan, Wisconsin and Alberta. Combined these events are the largest music festival brand in North America. Each year top Country Music artists play for to a combined audience of over 400,000 people on 4 separate weekends giving fans the ultimate festival experience. The newly rebranded Country Thunder Saskatchewan will be held on July 13-16, 2016.