



## CANADIAN WESTERN AGRIBITION NOVEMBER 22 - 27, 2021



### NEWS RELEASE FOR IMMEDIATE RELEASE

November 18, 2021

#### **Canadian Western Agribition strikes partnership with Economic Development of Regina; “Agribition Week” proclaimed at City Hall**

Regina, Saskatchewan – Canadian Western Agribition (CWA) and Economic Development of Regina (EDR) are pleased to announce the signing of a Memorandum of Understanding (MOU) aimed at promoting CWA, furthering EDR’s Ag Growth Strategy and driving economic impact.

The MOU, signed by CWA CEO Chris Lane and EDR President and CEO, John Lee, targets several collaborative efforts between the two organizations. The partnership aligns with EDR’s commitment and 10-year growth strategy to focus on opportunities involving agriculture, ag-tech, value-added, and agri-tourism. The partnership also aims to leverage CWA’s reputation, reach, and existing investment attraction program around the world for the advancement of EDR’s progress against its growth plan in both economic development and tourism impact.

“We are thrilled to cultivate a partnership with EDR,” says CWA CEO Chris Lane. “CWA already attracts tens of thousands of people to Regina every year. EDR’s expertise in tourism activation and investment in marketing will help us leverage those benefits, showcase Regina as the centre of gravity for all things agriculture, and grow Agribition’s attendance, relevance, and importance at home and abroad.”

“EDR and Tourism Regina believe in the power of partnerships, and we’re excited to work with the CWA to create an even greater impact on our community” says John Lee, President and CEO of EDR. “Whether you’re there for business, education or entertainment, Agribition is a source of pride and tradition in our city. We’re proud to work alongside the CWA to grow this signature event.”

#### **Flags raised at City Hall proclaims official Agribition show week**

As part of celebrating 50 years of Agribition and its new alliance with EDR, CWA also participated in its first flag raising ceremony at City Hall.

The raising of the CWA flag kicked off show week with the proclamation of November 22-27, as the official week of Agribition. Throughout show week, different activations will take place across the city of Regina to create a welcoming atmosphere for those in the city and those visiting. Some of the activities will include the Saloon Series featuring live music and food and beverage specials, guides on [tourismregina.com](http://tourismregina.com) of things to see and do during Agribition, the distribution of 6,000 cowboy hats and the flying of CWA flags on the iconic Albert Street Bridge.

For more information on the activations happening across the city, [click here](#).

#### **For more information or interview requests, please contact:**

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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, alpacas, an extensive agribusiness trade show and professional rodeo. CWA continues to promote the expansion, development, and interest in agriculture. CWA's 50<sup>th</sup> show will take place November 22 – 27, 2021.

