



# CANADIAN WESTERN AGRIBITION NOVEMBER 22 - 27, 2021

**NEWS RELEASE  
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## **Canadian Western Agribition launches first-ever Virtual Education Program**

Regina, Saskatchewan – In partnership with the Saskatchewan Ministry of Agriculture, Canadian Western Agribition (CWA) is proud to launch its first-ever Virtual Education Program.

CWA's Virtual Education Program is a year-round online platform that features content and learning for all elementary aged students. The program brings some of the best online and accessible lessons about agriculture directly into the classroom. Using content from various Agribition education partners and exhibitors, the platform creates a way for students, parents, and teachers to learn about food production and get the most out of their next in-person visit to the show.

"Each year, CWA welcomes thousands of students to the show and we wanted to build a platform that helped prepare students and teachers for the experience they'll get at Agribition," says CWA CEO Chris Lane. "Thanks to our committee and our partners, these online activities are a great year-round complement to the live programming."

"Agribition plays a valuable role in building awareness of food production and increasing public trust in the agriculture industry," says Saskatchewan Agriculture Minister David Marit. "Our government congratulates CWA and its partners on developing new resources to bring the Agribition experience to students across the province."

CWA's Virtual Education Program is a free platform available to the general public and is accessible through Agribition's website using any device or laptop. The platform will be year-round with new educational content added as it becomes available.

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

Karlee Vorrieter, Marketing and Communications Manager

**P:** 306.924.9781 **C:** 306.537.4590 **E:** [kvorrieter@agribition.com](mailto:kvorrieter@agribition.com)

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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.

