



NEWS RELEASE

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2014 Canadian Western Agribition Declares Best Show Yet

REGINA, SASKATCHEWAN – On Saturday, November 29th, the 44th edition of Canadian Western Agribition (CWA) came to an end, and organizers were able to declare the show CWA's best yet.

The show's success can be attributed to favourable market conditions and the enhancement of core programming.

The anchor of the event, beef cattle, saw entries up modestly, but witnessed huge increases in the value of animals being sold as a result of increases in market prices. In many instances, cattle prices were 50% higher than previous year with the highest selling bull at \$62,000.

Additional programming included the Agribition Express bus program, Chore Team Competition, Full Contact Jousting, and enhanced stage entertainment.

"The show had a real festive feel this year," noted Reed Andrew, CWA President. "Exhibitors, visitors, young and old could all be seen enjoying one of the show's 90 events."

Not everything at the show went according to plan, notes Marty Seymour, CEO of CWA. "International buyer engagement was down slightly as a result of a slumping global economy and changes to the Canadian dollar. Exhibitors more than made up for it in domestic sales... people left very happy."

Seymour also noted the Agribition Express exceeded the show's expectations, "Early on, we realized the buses were being utilized far beyond our plans. The City of Regina Transit team was outstanding to work with and we had more buses on the road right away."

Other notable statistics include:

- CWA's Agri-Ed Program once again saw more than 6,000 kids throughout the 4-day program.
- Carried by sold out rodeo performances on Friday and Saturday night, the Canadian Cowboys' Association Finals Rodeo attendance was consistent at over 20,000 fans.
- General attendance for the 2014 show was consistent with previous events at approximately 122,000 visitors.

Canadian Western Agribition

Box 3535, Regina, Saskatchewan, Canada S4P 3J8 P: (306) 565-0565 F: (306) 757-9963 www.agribition.com

“The show continues to exceed expectations on many levels. \$37M in economic activity for a volunteer led event that makes Regina an agriculture centre of excellence is something to celebrate,” boasts Andrew.

Financial results of Regina’s signature event will be released at the Annual General Meeting in April 2015.

Dates for the 2015 Canadian Western Agribition are November 23-28, 2015.

For more information visit: www.agribition.com.

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For more information, please contact:

Sarah Novak, Marketing Associate

P: (306) 924-9781 E: snovak@agribition.com

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 45th edition of CWA will be held November 23-28, 2015.