



NEWS RELEASE

FOR IMMEDIATE RELEASE

April 7, 2016

A Record-Breaking Year at Agribition

REGINA, SASKATCHEWAN – Canadian Western Agribition (CWA) announced today at their Annual General Meeting a profit from operations of \$844,606 and a provincial economic impact of \$56 million annually.

Attendance for the show was the highest it's been in six years with 130,200 visitors over the six-day event.

"This year's show felt more festive than any in recent memory. Our music lineup has expanded and programming has evolved to include educating consumers about where their food comes from. These changes, combined with the health of the agriculture industry, made for a great show," says CWA President, Stewart Stone.

CWA's reputation as an agriculture marketplace was amplified by significant growth in livestock sales. For the first time since 1975, overall livestock sales reached \$3.4 million and purebred beef sales exceeded \$2 million.

The rodeo opened with a free admission night courtesy of The Mosaic Company and numbers stayed strong all week resulting in a record of 23,560 fans over five performances.

"Our partnership with Mosaic set the stage for an attendance record that will never be broken," says CWA CEO, Marty Seymour.

The show was visited by over 800 international guests from 70 different countries, with a 25 per cent increase in active international buyers.

Adding to the show's banner year, CWA was recognized for marketing and promotional achievement at the Paragon Business Excellence Awards. CWA is also up for Marquee Event of the Year at the Saskatchewan Tourism Awards of Excellence to take place on April 14.

Dates for the 2016 Canadian Western Agribition are November 21-26, 2016.

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Note to Media: A second news release will be distributed on Monday morning with the results from the elections of the President, Executive and Board of Directors of the organization.

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