



NEWS RELEASE

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Canadian Western Agribition Addresses Parking Head On

REGINA, SASKATCHEWAN – Organizers of the country’s largest livestock exhibition, Canadian Western Agribition (CWA), are rolling out a new program called the **Agribition Express** to aid in the movement of visitors and guests to and from Regina’s largest tourist destination, Evraz Place.

Organizers of the event recognize the construction of the new football stadium is going to have an impact on traffic flow on the property, so they took the bull by the horns.

“We met with City officials earlier this year and created a program consistent with the Saskatchewan Roughriders’ transportation system. The City of Regina supported Agribition’s efforts and the Agribition Express was born,” notes Marty Seymour, CEO, CWA.

Visitors to the show are encouraged to jump on the Agribition Express at the Southland and Northgate malls. Buses will travel to and from CWA all day long including post-rodeo rides back to the malls.

CWA has made the service completely free to its 125,000 patrons. Included in the program are both a free ride and free admission.

This year’s line-up of new events such as Full Contact Jousting, musical headliners like Blake Berglund, and increased shopping in the SaskTel Everyday Living Marketplace are expected to increase show attendance.

“We have entered a new era for people transportation at Agribition. It was important for our organization to offer the service free for the 2014 show and encourage as much uptake as possible,” notes Seymour. “Our programming is becoming more and more festive and the increase in non-agriculture visitors looking for music and shopping is growing. The Agribition Express will open our doors to even more guests.”

For more information on the Agribition Express and other CWA programming, visit www.agribition.com

– 30 –

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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 44th edition of CWA will be held November 24-29, 2014.

Canadian Western Agribition

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