

AGRIBITION LAUNCHES ANOTHER OUTSTANDING LINE-UP

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Canadian Western Agribition (CWA) launched its forty-second year by unveiling a line-up which organizers promise will be bigger and better than ever.

"This isn't your grandpa's same old Agribition! Attendees can expect to see many new things," said Marty Seymour, CEO of CWA.

This year's new offerings will include the Commercial Cattle Arena - a new building on the grounds that will host a variety of events.

"Our cattle entries are up more than 10 per cent from 2011. This new venue is a result of that increase and an interest by our participants in creating better connections between the purebred and commercial cattle industries," said Seymour.

Agribition is also launching a new Incoming Buyers Program with the support of the Saskatchewan government, the Canadian Beef Breeds Council and the Alberta Meat and Livestock Agency. Seymour noted that pre-registration of international guests is already up 30 per cent over last year and projects that the program will result in over 800 international guests from more than 70 countries.

The Grain Expo was launched late fall and proves to be a strong addition to what many viewed as only a cattle show.

"Agribition has managed to become the best beef show in North America," says Marty Seymour, CEO of CWA. "If we can be the best in beef, just wait to see what we can do with the Grain Expo!"

In addition to being an agricultural show, CWA has also grown to be the second largest trade show in Saskatchewan. The trade show has broken a new record with close to 500 exhibitors taking part in this year's event. Roughly 20 per cent of exhibitors are new to the show this year.

"No matter whether shoppers are interested in combines, air seeders, purses, jewellery, art, clothing, health products, or any number of other products and services, they will find more than enough ways to fill their pre-Christmas stockings at Agribition," said Seymour.

"Visitors have told us they have spent the whole day at the tradeshow and didn't see a cow the whole time," said Reed Andrew, Vice President of CWA.

Seymour also advised visitors to expect the unexpected when it comes to food. Giant turkey legs, mini-donuts, bacon on a stick, perogies, and beef on a bun are among the gastronomic offerings at this year's show.

For the kids, CWA will feature trick riding, stock dogs, wild wool riding, face painting, miniature pigs, honey bees, and interactive

displays designed to put smiles on faces of all ages.

The Canadian Cowboys Association Finals Rodeo will have over \$100,000 in cash and prizes awarded over five nights of rodeo action starting Tuesday, November 20 in the Brandt Centre. CWA will be hosting Freestyle Bull Fighting for Tuesday, Wednesday, and Thursday night rodeos only.

“Crowds will be on the edge of their seat as they watch young and upcoming bullfighters dive and dodge the wildest animals at the rodeo,” said Seymour.

Canadian Western Agribition runs from November 19-24 at Evraz Place, Regina, Saskatchewan.

For more information visit www.agribition.com.

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