

CANADIAN WESTERN **Agribition**

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Strong attendance, new programs and international trade deals mark Agribition 2018

Regina, Saskatchewan – Canadian Western Agribition (CWA) is posting strong attendance figures for the 2018 show with a total number of visitors reaching 126,972.

Highlights include more than 9,400 students and teachers taking part in CWA's Education Program, more than 24,000 people attending Agribition Pro Rodeo and Full Contact Jousting, and a sell-out crowd of 1,100 for the Party on the Dirt cabaret.

"In a year that's been tough on some farmers and producers, we're grateful that so many people continue to spend their time at Agribition," says CWA CEO Chris Lane. "We added new programming this year that is resonating with people and bringing new visitors to the show that haven't been before. That's a big win for Agribition but also for the industry."

CWA started the show on a positive note with a \$500,000 funding commitment from the Ministry of Agriculture to continue work in developing international trade.

"Once again, Agribition delivered on its mission to be the premier marketplace for Canadian agricultural products," says CWA President Bruce Holmquist. "Not only did we see well over a thousand international guests and buyers, but many of them made purchases from places like Argentina, Mexico, the United Kingdom and Australia, which are all target markets for our trade program and exhibitors."

Revamped programming at the show included a focus on cannabis opportunities for Indigenous communities, mental health skill development, an entrepreneurship workshop and a panel discussion on trade with former Premiers Brad Wall and Frank McKenna.

CWA also announced a partnership with the provincial and federal governments for the creation of a new mentorship program aimed at young people in Saskatchewan agriculture, with applications opening on December 14.

Attendance Statistics

- Overall attendance: 126,972
- International visitors: 1,126 from 75 different countries
- Registered education program: 9,482
- Trade show exhibits: 468
- Free admission/tickets for Armed Forces & First Responders: 633
- Ticketed events (Pro Rodeo, Jousting, Cabaret): 25,523

CWA's financial details will be released at the Annual General Meeting set for April 11, 2019.

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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. The 49th edition of CWA will be held November 25-30, 2019.



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