

CANADIAN WESTERN **Agribition**

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Canadian Western Agribition posts new records & sets sights on future growth

Regina, Saskatchewan – Canadian Western Agribition (CWA) announced today at their Annual General Meeting a profit from operations of \$270,411 and a provincial economic impact of \$73.6 million annually.

The 2017 show was a milestone year for the organization in many ways, including the opening of the International Trade Centre (ITC) and CWA's \$1 million contribution to the project.

"The ITC not only offers the most modern livestock space in Canada, it symbolizes the future of CWA and its mission to be the most sought-after agriculture marketplace in the world," said CWA President, Bruce Holmquist. "It cannot be overstated how important the construction of the new building is to CWA and we again thank everyone who was involved in seeing the dream become a reality."

A number of records were set at the 2017 show including \$2 million in purebred cattle sales; over 27,000 attendees at evening entertainment events; 365 international buyers from 86 different countries spending more on Canadian livestock than ever before; and CWA posted their highest-ever operating revenue of \$4.6 million.

The focus for the 2018 show will be hospitality and execution, with the first new programming addition for 2018 being an after-party cabaret in the Brandt Centre on Saturday night following the final Agribition Pro Rodeo performance.

"We will continue to evolve to meet the challenges ahead with the spirit and passion that has sustained us since our inception," says Holmquist. "CWA is strong, stable and positioned for growth not only as Canada's foremost agriculture marketplace, but also as a community organization contributing to the economy and spirit of Saskatchewan."

In recognition of the success in 2017, CWA is a finalist for Marquee Event of the Year at the Saskatchewan Tourism Awards of Excellence to take place on April 12.

Note to media: A second news release will be distributed on Friday 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, an extensive agribusiness trade show and professional rodeo. CWA continues to promote the expansion, development and interest in agriculture. The 48th edition of CWA will be held November 19-24, 2018.



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