

Agribition adds more livestock, more free tickets, and a new app to kick off #CWA18

REGINA, SASKATCHEWAN – The first 100 people through the gates will get free admission this year at Canadian Western Agribition (CWA) courtesy of John Deere to celebrate its 100th anniversary. That's one part of the plan to make CWA 2018 easier than ever to enjoy.

All ticket and admission prices have stayed the same again this year. CWA is proud to continue the free admissions program for Military and First Responders (including veterans). Under the program, any active or retired member of the military, first responder (police officer, firefighter, paramedic/EMT), and their immediate family will have their gate admission waived. New this year, Thursday's rodeo will pay tribute to First Responders, giving away 100 rodeo tickets to First Responders and their families courtesy of GMS Health and Travel Insurance.

"We believe in being the most accessible event we can," says Chris Lane, CWA CEO, "Agribition is a great entertainment and social experience. We want everyone to come be part of the Agribition family."

Today, CWA launched a mobile app to help attendees access tickets, maps and schedules on-the-go. There are over 148 events that take place over six days and the app will help guests find information faster and easier. CWA is bringing new animals to the show in 2018, including an alpaca show and a Texas Longhorn show and sale featuring a bull with a 9.2 ft. horn span. Other new events include:

- Party on the Dirt cabaret after the rodeo Saturday night
- CWA Agri-Preneurship Workshop *presented by InnovationSask and RBC Future Launch*, and networking event for entrepreneurs and business students featuring Murad Al-Katib, Moni Minhas and other speakers
- CWA Mental Health Workshop *presented by FCC* providing skills to identify warning signs of mental health problems and strategies to make positive change (free)

"With so many producers at the show, we wanted to provide them with the opportunity to gain the education and skills needed to help themselves and their loved ones experiencing mental health challenges," says Lane.

Part of the mental health initiatives at CWA include therapy animals from Wild Blue Psychology including horses, cows, pigs, goats, chickens and rabbits that show-goers can interact with and cuddle.

Returning events include the Agribition Pro Rodeo *presented by Ford*, including Wednesday's free performance *courtesy of The Mosaic Company*, Full Contact Jousting *presented by Chop Steakhouse Bar*, and Running with the Bulls. The complete schedule of events and instructions for downloading the app can be viewed at agribition.com.

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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 48th edition of CWA will be held November 19-24, 2018.

