

**NEWS RELEASE**

FOR IMMEDIATE RELEASE

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**Canadian Western Agribition and Saskatchewan Roughriders announce new partnership; touchdown for Agribition visitors with free admission**

REGINA, SASKATCHEWAN – Canadian Western Agribition (CWA) and the Saskatchewan Roughriders are pleased to announce a multi-year partnership that will see the organizations team up ahead of the 2020 Grey Cup and CWA's 50<sup>th</sup> show next year.

To kick things off, gate admission on the first day of CWA (Monday) in 2019 and 2020 will be FREE for all visitors, including guests arriving on the Agribition Express bus service, courtesy of the Roughriders. Regular admission rates resume on Tuesday, November 26<sup>th</sup>.

"We wanted to find a way to celebrate both the Riders and Agribition while giving something back to the people who really make both organizations great," says CWA President Chris Lees. "We're proud to cheer on the Roughriders and we're glad they're here to cheer Agribition on too."

In addition to free Monday admission, the partnership will also see the Roughriders take centre stage at CWA, including player appearances, fan contests, photo opportunities and more.

"Agriculture and football are two of the great passions that the people of Saskatchewan share, so it's exciting to come together with Agribition on this partnership," said Roughriders President and CEO Craig Reynolds. "We're looking forward to celebrating our joint anniversaries with them and the rest of the province in 2020."

The free gate admission program will return in 2020 to celebrate the Roughriders' 110<sup>th</sup> anniversary, Grey Cup 2020 and CWA's 50<sup>th</sup> show.

"Between the Riders and Agribition we have a lot to look forward to in 2020. We're just getting started on a partnership that will elevate the experience for both of these iconic Saskatchewan events," says CWA CEO Chris Lane.

All tickets for CWA are now on sale, including Maple Leaf Finals Rodeo performances, Agribition Altitude Motocross and the Party of the Dirt Cabaret. Tickets are available at [agribition.com](http://agribition.com) and [ticketmaster.ca](http://ticketmaster.ca).

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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 49<sup>th</sup> edition of CWA will be held November 25-30, 2019. The 50<sup>th</sup> show will be held November 30 – December 5, 2020.