



CANADIAN WESTERN AGRIBITION
NOVEMBER 25 - 30, 2019

NEWS RELEASE

FOR IMMEDIATE RELEASE

September 13, 2019

Rodeo hits a new high at Canadian Western Agribition with theme nights, family pricing and celebrity appearances

REGINA, SASKATCHEWAN – Canadian Western Agribition (CWA) is proud to announce details of the new Maple Leaf Finals pro rodeo taking place at Agribition, November 27-30.

The Maple Leaf Finals, presented by Ford, is Canada's newest circuit finals rodeo, bringing 10 of the top contestants in each of the 7 major rodeo events to the Brandt Centre to compete for more than \$100,000 in prize money over four action-packed nights.

"Rodeo is part of Agribition's DNA," says CWA President Chris Lees. "Not only do we have one of the best rodeos in Canada, we also have the greatest fans. The Maple Leaf Finals will be some of the most fun and best action you can see in Saskatchewan all year."

Free performance, CBC 'Heartland' star Amber Marshall, new Family Pricing for 2019

Highlighting the rodeo action for 2019 are new theme nights, including the **FREE** opening performance on Wednesday, Nov. 27 courtesy of The Mosaic Company.

Thursday, Nov. 28 is "Family Night", presented by SaskMilk, and will feature family-friendly programming for all rodeo ticketholders, including an exclusive fan signing event with Amber Marshall (Amy Fleming) from CBC Television's hit drama "Heartland". CWA is also pleased to introduce new Family Pricing ticket packages for Thursday's performance at just \$60 for 2 adults and 2 children.

"One of our core values at Agribition is to keep agriculture and western entertainment accessible," says CWA CEO Chris Lane. "We're proud to work with our partners to make sure there's always great value in terms of time and money. Not only are we keeping ticket prices flat, we're actually finding new ways to make them even more affordable while adding some star power."

Friday, Nov. 29 is "Energy Industry Appreciation Night", presented by Ritchie Bros. Auctioneers, and will feature special programming to thank the men and women in Saskatchewan's energy industry for keeping our homes heated and the lights on, and will include CWA energy partners Cross Borders Drilling, Enbridge, Plains Midstream, JJ Trucking and Baker Hughes.

Saturday, Nov. 30 is Championship Saturday and will feature the last performance of the 2019 Maple Leaf Finals, including buckle presentations and special programming before the Party on the Dirt Cabaret takes over the Brandt Centre.

Tickets for all Maple Leaf Finals performances are now on sale through www.ticketmaster.ca or the Brandt Centre Box Office. More details are also available at www.agribition.com

For more information, please contact:

Karlee Vorrieter, Marketing and Communications Associate

P: 306.924.9781 **C:** 306.537.4590 **E:** kvorrieter@agribition.com

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. The 50th show will be held November 30 – December 5, 2020.