



NEWS RELEASE

FOR IMMEDIATE RELEASE

November 14, 2013

Official Opening of The Yards at Canadian Western Agribition

REGINA, SASKATCHEWAN – Canadian Western Agribition (CWA), the best beef show on the continent, today officially launched 'The Yards', a new component to CWA's cattle program.

"The Yards is the latest form of marketing for the beef industry at Agribition. We are proud to have it as part of our cattle program." said Reed Andrew, President of CWA.

The Yards is a part of the Stock Exchange, formally known as the Commercial Cattle Barn. This area is home of a dynamic array of cattle from multiple sectors of the industry. It is anchored by CWA's commercial cattle program.

The Yards allows producers to market their breeding programs and feature world-class beef genetics in a relaxed, no competition environment. Each producer has a 20x20 pen they can use to market their breeding programs however they like. Visitors to The Yards could see everything from live animals to elaborate displays including televisions and couches.

CWA announced this new program in late-April, and sold out all available space almost overnight. Blake MacMillan, CWA Board of Director and Co-Chair of the Stock Exchange, is excited to see the interest in this new form of marketing at CWA.

"I am looking forward to opening The Yards at Agribition this year." said MacMillan. "Considering the flexibility we are offering exhibitors in this space, it is no surprise the adoption rate was so high."

The Yards ribbon cutting included: Scott Moe, MLA for Rosthern-Shellbrook and Legislative Secretary to the Minister of Agriculture, Reed Andrew, President of CWA, Blake MacMillan, CWA Board of Director and Marty Seymour, CEO of CWA.

For more information visit: www.agribition.com

– 30 –

For more information, please contact:

CWA News Room
P: (306) 924-9709

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 and an extensive agribusiness trade show. CWA continues to promote the expansion, development and interest in agriculture. The 43rd edition of CWA will be held November 11-16, 2013.

Canadian Western Agribition

Box 3535, Regina, Saskatchewan, Canada S4P 3J8 P: (306) 565-0565 F: (306) 757-9963 www.agribition.com