



NEWS RELEASE
FOR IMMEDIATE RELEASE

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Private Sector Partners Contribute to Regina's International Trade Centre

REGINA, SASKATCHEWAN – Today, the Regina Hotel Association (RHA) and Canadian Western Agribition (CWA) announced \$4 million in funding towards the construction of the International Trade Centre at Evraz Place in Regina, Saskatchewan. The total cost of the 150,000 square foot facility is estimated at \$37 million.

The RHA will invest \$3 million from its Destination Marketing Program into the new multi-use facility.

“Our organization’s mandate is to strengthen Regina to be the best city in Canada to host national and international events and conventions. We believe the International Trade Centre will attract new event business to the city, ultimately benefiting all our business partners”, says Cari Lemieux, Board President of the RHA. “We are also delighted to support the sustainability and growth of Agribition and Canada’s Farm Progress Show in Regina.”

CWA will contribute \$1M.

“New facilities will provide stability for our livestock exhibitors and for our show.” says Stewart Stone, CWA President. “As a not-for-profit organization, it is quite an accomplishment to make a contribution like this. We are proud to be able to give back to the agricultural community and the City of Regina with this sizeable investment.”

In July, the federal and provincial governments, along with the City of Regina announced \$33 million towards the project.

“I am pleased to see the remaining funding secured for the International Trade Centre,” Minister of Agriculture Lyle Stewart said. “The ITC will assist with increasing the profile of our premier agriculture shows like Canadian Western Agribition.”

Evraz Place will be the lead on the construction and design of the new facilities. “We are looking forward to the positive impact that this new building will have for Regina and our patrons, and are so appreciative of the support of all of our funding partners,” stated Mark Allan, President and CEO of Regina Exhibition Association Limited who operates Evraz Place. Construction is expected to begin immediately following Agribition in 2015. Official opening of the new building is scheduled for 2017.

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About The Regina Hotel Association

The **Regina Hotel Association (RHA)** is a non-profit organization that protects and advances the business interests of Regina's destination hotels. We are the voice of Regina's hotel industry, representing almost 3,000 hotel rooms in 20 hotels that employ over 1,360 people in the city of Regina. The Association further administers its hotel members' Destination Marketing Program (DMP), a funding conduit to generate more hotel room night stays that will ultimately lead to a positive impact on tourism visitation and spending within Regina. Some of the RHA's past infrastructure investments include the construction of the Finishing Line Facility on Wascana Lake, and the construction of the new clubhouse, scoreboard and diamond improvements for the North Regina Little League. www.stayinregina.com

For more information, please contact:

Tracy Fahlman, Chief Executive Officer
Regina Hotel Association
P: 306.546.4272
www.stayinregina.com

About Canadian Western Agribition

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 45th edition of CWA will be held November 23-28, 2015.

For more information, please contact:

Sarah Novak, Marketing Manager
P: 306.924.9781 E: snovak@agribition.com
www.agribition.com