



NEWS RELEASE

FOR IMMEDIATE RELEASE

April 10, 2015

Program Growth Leads to Success for Agribition

REGINA, SASKATCHEWAN – Canadian Western Agribition (CWA) announced today at their Annual General Meeting a profit from operations of \$614,746, consistent with results from the previous show.

“Beef cattle are the anchor of the show. Increases in beef entries, cattle displays, and more youth presence in the barns helped make this the best show yet,” notes President, Reed Andrew.

Sale receipts from beef cattle were \$1,560,000 compared to \$1,177,000 in 2013 lifted by many record breaking breed sales related to high domestic beef cattle prices.

Show organizers were moved by the popularity of the new shuttle bus program – the Agribition Express. Ridership of the busing exceeded expectations by almost four-fold as over 13,000 people took advantage of the service supported by the City of Regina.

Full Contact Jousting attracted an estimated 6,000 spectators, shattering previous Family Day records.

Stage entertainment featuring local talent, The Dead South and Blake Berglund, contributed to the festive feel and helped drive overall revenues.

“The show is experiencing unprecedented growth. Expanding programming to reach a new demographic has proven to be positive for the show,” says CEO, Marty Seymour.

CWA was awarded the Social Innovation award at the Prime Minister’s Volunteer Awards on March 18.

CWA was recognized for community involvement at the Paragon Awards on April 2.

Agribition is a proven leader in agriculture and has helped put Regina on the map as an Agriculture Centre of Excellence.

Dates for the 2015 Canadian Western Agribition are November 23-28, 2015.

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Quick Facts:

- General attendance was 122,000
- Rodeo attendance was over 20,000
- The Agri-Ed program hosted over 6,000 kids across the province
- 800 international guests from over 70 different countries attended the show

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Note to Media: A second news release will be distributed on Monday morning with the results from the elections of the President, Executive and Board of Directors of the organization.

For more information, please contact:

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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, 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.