

## Media Release

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### Record-setting and Record-breaking Year for Agribition

It's official: the 2011 edition of Canadian Western Agribition was one of the most successful shows in recent history.

Marty Seymour, General Manager and CEO of Canadian Western Agribition, today released sales and gate figures that demonstrate that Agribition enjoyed strong growth in many aspects of the trade show. The average per-day gate attendance was higher this year compared to 2010 and the momentum picked up as the week progressed.

"The interest in the show this year was tremendous. You could feel the excitement here at the show and all over the city," says Seymour.

In absolute terms, the show drew 126,000 visitors.

"The week started out rather typical by the end of the week the show was buzzing with activity and the parking lots and tradeshow were full."

Other highlights of the show:

- Rodeo attendance was up 15% with sell-outs Friday and Saturday nights.
- In a promising sign for the future of agriculture, youth entries at the show were up.
- The show launched several new features, including the First Nations Pavilion, Rodeo Theme Nights and the Winners' Circle auctioneers competition.
- The show hosted over 5,000 school children.
- Family attendance was up compared to previous years.

The sales side of Agribition week also produced notable events:

- A bull calf was sold for \$67,000.
- A bison was sold for \$21,000.
- A record was set of \$2,200 for bred heifers.
- A Horse Pull team sold for \$2,200 – the highest ever for a team sold at Agribition.
- A ranch horse was sold for \$10,000.

Seymour sees continued growth and success in the show's future. "Agribition has a great story to tell and we plan to continue to deliver a great program and build on the success of 2011."