



NEWS RELEASE

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What's New at Canadian Western Agribition 2013

REGINA, SASKATCHEWAN – Canadian Western Agribition (CWA) launches its 43rd year by unveiling a line-up which organizers promise will be bigger and better than ever.

“We have a mixture of familiar favorites and fresh new offerings with a bit of something for everyone.” said Marty Seymour, CEO of Canadian Western Agribition.

One of the anchor attractions of CWA is the shopping. The show has grown to be the fourth largest trade show in Canada, offering everything from purses to tractors, cookware to trucks. One of the new feature's of this year's shopping experience is late-night shopping. The Everyday Living Marketplace, which features great gift ideas and unique household items, will be open until 9:00 p.m. on Thursday, November 14.

“No matter whether shoppers are interested in livestock equipment, recreational vehicles, leather products, jewellery, spa services, clothing, home decor, or any number of other products and services, they will find it all at Agribition.” said Richard Harries, Board of Director and Trade Show Chair.

Another new addition to the trade show is cooking demonstrations by Chef Sean Hale at the 'What's on your Fork?' display. This display features products from Kitchencraft, Saskatchewan Cattleman's Association, Saskatchewan Turkey Producers, Chicken Farmers of Saskatchewan and Saskatchewan Egg Producers.

The Brandt Centre will also feature many new events guaranteed to excite and delight people of all ages. Events include:

- Ride 'em Cowboy – Come watch Saskatchewan's best trainers, Dale Clearwater and Cain Quam work two young horses on November 12-14. They will take horses that have never seen a saddle before from wild bronc to domestic companion.
- Cowboy Mounted Shooting sponsored by Cabela's – Visitors won't want to miss this high-speed, action packed, spectator sport on Saturday, November 16. Competitors must ride their horses through a pattern while using two single action revolvers to shoot at 10 target balloons, firing all along the way.
- Family Day sponsored by McDonald's – Bring your family on Saturday, November 16 and take part in the family activities including face painting, Heavy Horse Demonstration, Wild Wool Ride, mascot parade, KAOS Dog Sports and more.

Canadian Western Agribition

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New this year, The Pump Roadhouse Stage, showcasing up and coming acts from individual music artists to larger dance groups. Some of the feature acts include: Jaydee Bixby, Alex Runions, Mosaic Festival Dance Groups, Samara Yung and Chris Henderson.

And to top it all off, the Canadian Cowboys' Association is celebrating their 50th anniversary of rodeo action. The CCA Finals Rodeo presented by Ford will kick-off Tuesday, November 12 till Saturday, November 16 in the Brandt Centre. Freestyle Bull Fighting sponsored by Carry the Kettle First Nation is back on Tuesday, Wednesday and Thursday night only.

“Crowds will be on the edge of their seats as they watch athletes dive and dodge away from the meanest stock at the rodeo, competing for the highest score.” said Seymour.

For more information about this year's attractions or to get your CCA Finals Rodeo tickets, visit: www.agribition.com.

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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 43rd edition of CWA will be held November 11-16, 2013.