



December 19, 2016

MEDIA RELEASE

Westerner Days Fair and Exposition receives international recognition.

November 30, 2016 — The Westerner Days Fair and Exposition has received the first place Award of Distinction for Communications in the following category: “Sponsorship Innovation” for the Share the Fair Program sponsored by Olymel, from the International Association of Fair and Expositions (IAFE) headquartered in Springfield, Mo.

There are a total of 20 award categories for the Communications Awards, each divided into 5 divisions by attendance, that a Fair or Expo can enter. The entries are evaluated and judged by a team of industry leaders. These individuals are selected from the membership of International Association of Fairs and Expositions, which has over 1200 members from around the globe.

The awards were presented during the General Session on Nov. 30, 2016, at the 126th annual IAFE Convention held in Las Vegas, Nev. Westerner Days Fair and Exposition can take great pride in knowing that their event has been selected for this prestigious honor. These awards are sponsored by K & K Insurance, headquartered in Indiana.

The purpose of this competition is to improve the advertising and publicity programs of fairs and to provide recognition for those fairs doing an outstanding job.

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Westerner Park is central Alberta's largest tradeshow, agricultural, sports, entertainment and convention facility. A not-for-profit organization supported by 50 full-time staff and 150 full-time volunteers, Westerner Park generates \$150 million annually in economic activity hosting over 1,500 events and 1.5 million visitors each year.

The International Association of Fair and Expositions (IAFE), based in Springfield, Mo., is a voluntary, nonprofit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all of whom are interested in the improvement of fairs, shows, expositions, and allied fields.

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