

MEDIA RELEASE



Westerner Park

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celebration!*™



MARCH 6, 2017

Pre-register for the 19th Annual Pony Chuckwagon Tarp Auction and showcase your business during the 2017 Westerner Days Fair & Exposition!

Pre-register prior to March 31, 2017 to qualify for free tickets to Westerner Days Fair & Exposition.

March 6, 2017 | Red Deer, AB — Get in on the “Auction Action” at the 19th annual Red Deer Motors North American Pony Chuckwagon Championships Tarp Auction taking place Wednesday, April 5 at the Sheraton Red Deer Hotel in Bellinis Sonic Lounge with doors opening at 6:00 pm and the auction action to follow at 7:00 pm.

New for 2017 - there will only be 44 tarps available.

All Bidders registered prior to March 31, 2017 will be entered into a draw for two (2) weekly admit pins and one (1) weekly parking pass to the Westerner Days Fair & Exposition on July 19 - 23, 2017. The registration forms can be found on our website at goo.gl/nG6U5j.

As well, Westerner Park is encouraging all previous tarp sponsors to recruit a new sponsor to this year's Tarp Auction. If both sponsors successfully purchase tarps, the previous tarp sponsor will be provided with the opportunity to display a 4 x 8 banner in the chuckwagon bowl for the duration of the Pony Chuckwagon races!

Businesses are invited to join the Westerner Days Fair & Exposition Pony Chuckwagon Committee for a night of bidding battles and down home western hospitality. Drivers are vying for sponsors to put their company name and logo on one of the 44 wagon tarps during the highly anticipated Red Deer Motors North America Pony Chuckwagon Championships held during Westerner Days Fair & Exposition, July 19 - 23, 2017.

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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.

For more information please contact:

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