

July 20, 2017

**Westerner Days Fair & Exposition Off to Great Start for 2017**

The 2017 Westerner Days Fair & Exposition started Wednesday, July 19, with over 13,500 people in attendance of the Fair. People crowded the streets of downtown Red Deer to watch the Westerner Days Parade, presented by Holiday Inn & Suites, and thousands of fans attended the Jess Moskaluke Main Stage show in the ENMAX Centrium with Nice Horse and Hey Romeo.

The Parade, which is the annual event that kicks off Westerner Days, had 136 entries participate this year. The winner of the Grand Award, sponsored by Etek Office Supplies, was Blue Grass Nursery, Sod & Garden Centre with their princess themed float, complete with an enchanted forest and Cinderella carriage. They also took home the 1st place award for a Commercial Entry. For a complete list of winners, visit the Westerner Days website under Community Events.

New this year, the 2017 Westerner Days Pony Steeplechase Championship Series saw the smallest horses with the biggest hearts take centre stage on the Race Track prior to the Red Deer Motors North American Pony Chuckwagon Championships. You still have a chance to see these little animals in action; races are at 4:30pm daily, except for Sunday when they show at 12:30pm.

Fair attendees can win Grub Hub cash by participating in the Openhwy "Come Together and Get Social" contest, sponsored by Plato's Closet. Use free access to Shaw Go WiFi and post to social media, fair-goers should use #WesternerDays and #TicketsAlberta to win daily prizes! If they are a winner, they will be notified day of and can pick up their prize at the Guest Services booth.

Speaking of the Grub Hub, over 25 food vendors are available on site. With everything from mini donuts to mac n' cheese and elephant ears, there's something sure to please the taste buds of everyone in attendance.

Fans of Jess Moskaluke were thrilled to see her perform, including Jr Reporter Hayden Brilz (age 7) who was able to interview the Canadian songwriter for Shaw TV. You can catch that interview on The Community Producers: Westerner Days Edition.

Tonight, Thursday, July 20, the ENMAX Centrium Main Stage will be taken over by Chilliwack and Kim Mitchell. The show begins at 8:00pm, but fans can receive reserved floor seating tickets (free with gate admission) by going to the Tickets Alberta Box Office at 4:00pm.

For a full list of events and other Fair information, visit [westernerdays.ca](http://westernerdays.ca).

- 30 -

*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.*

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# MEDIA RELEASE



**Westerner Park**



# MEDIA RELEASE



**Westerner Park**



July 20, 2017

## Fair Attendance

Wednesday, July 19th, 2017 - 13,583

Record - 15,410 set in 2010

## Red Deer Motors North American Pony Chuckwagon Championships

### Top Four Wagons from Wednesday, July 19, 2017

PLACE	DRIVER	SPONSOR	TOTAL TIME
1st	Louie Johner	Wei's Westerner Wear, Red Deer	1:15:82
2/3 Split	Lee Anderson	A1 Rentals, Camrose/Wetaskiwin	1:17:10
2/3 Split	John Stott	K. Jochem Contracting Ltd., Innisfail	1:17:10
4th	Jack Stott	Alberta Milk, Edmonton	1:17:49

CATEGORY & SPONSOR	WINNER
Grand Award (Etek Office Supplies)	Blue Grass Nursery, Sod & Garden Centre
Grand Award Honourable Mention (Pivotal Chartered Professional Ac- countants)	Alberta Motor Association (AMA)
Adult Community Organization (Red Deer Overdoor)	Parkland Class/Relax Crew
Big People/Little People (Prairie Office Plus)	Ashley & Friends Playschool
Civic Organization (ProVerus LLP)	Stettler Board of Trade
Collector Vehicles (Fas Gas Plus)	Renny & Shannon Ceccato
Comic and/or Novelty (Peters' Drive-In)	Curves
Commercial Float (Nymans Trophies Awards Promotionals)	Blue Grass Nursery, Sod & Garden Centre
Decorated Vehicle (Copper Kettle Fudge Co.)	Red Deer Child Care
Professionally Decorated (Doctors EyeCare)	Alberta Motor Association (AMA)
Horse Hitch (Triple A Electric Ltd)	Double Tree Village & Museum
Riding Group (Raven Printing)	Electric Strides Drill Team

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# MEDIA RELEASE



**Westerner Park**



July 21, 2017

## Rain Could Not Stop the Fun on Day Two of Westerner Days Fair & Exposition

**July 21, 2017 | Red Deer, AB** - The second day of Westerner Days Fair & Exposition saw the community come together in celebration for McDonald's Kids' Day, despite the rain that came down in the evening. Over 20,000 people entered the grounds to test out the rides, eat some fair food in the Grub Hub, and check out classic rockers Chilliwack and Kim Mitchell in the ENMAX Centrum, sponsored by 106.7 The Drive and 100.7 CRUZ FM.

The concert was clearly a Red Deer favourite. It kicked off at 8:00pm with 3,400 fans crowding the stands to see Chilliwack. Not long after, co-headliner Kim Mitchell took the stage, finishing the show off with a standing ovation.

Tonight's ENMAX Centrum Main Stage show is Tom Cochrane and Red Rider, with openers Jamie Woodfin and Ken Stead. Fair-goers can get free reserved floor seating by going to the Tickets Alberta Box Office at 4:00pm today. These tickets are free with gate admission.

The Grub Hub has been a busy place this year, where attendees can chow down on all of the carnival classics, like corn dogs and mini donuts. A favourite this year is The Smokehouse, which offers mountains of meat sandwiches to fill your belly and delight your taste buds.

Fair attendees can win Grub Hub cash by participating in the Openhwy "Come Together and Get Social" contest, sponsored by Plato's Closet. While here, use #WesternerDays and #TicketsAlberta when posting on social media to win daily prizes! If you are a winner, we will notify you day of to pick up your prize at the Guest Services booth.

Visitors should make sure to visit the various livestock on the grounds. Check out the Red Deer Motors North American Pony Chuckwagon Championships at 6:00pm daily (except on Sunday, when they are at 2:00pm), or stop into The Little Red Barn and visit the petting zoo. Be sure to participate in the Peavy Mart Ag-Mazing Scavenger Hunt, where you can be entered to win the Ultimate Urban Farm Experience prize package. Details are available at [westernerdays.ca/information/raffles](http://westernerdays.ca/information/raffles).

In addition to regular fair activities, some of the Westerner Days entertainers went to the Red Deer Regional Hospital and Ronald McDonald House to "Share the Fair", a program designed to bring a taste of the fair to children who may not be able to attend due to an illness. Doo Doo the Clown, Bandaloni, and The Magic of Aaron Matthews participated.

"Most of the time the kids entertain me as I'm entertaining them," says Bandaloni, the One Man Band. "[It raises my spirits to see the kids] however, it's nice to see that there's not many children here, which is a great thing."

Check out the full Shaw TV segment about Share the Fair, featured on their YouTube channel (ShawTVRedDeer).

For more information, including event schedules, visit [westernerdays.ca](http://westernerdays.ca).

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# MEDIA RELEASE



**Westerner Park**

July 21, 2017

## Rain Couldn't Stop the Fun on Day Two of Westerner Days Fair & Exposition

### Fair Attendance

Wednesday, July 19, 2017 - 13,583

Thursday, July 20, 2017 - 20,940 (Record set in 2016 with 23,133)

Total Attendance for 2017 - 34,523

### Red Deer Motors North American Pony Chuckwagon Championships

PLACE	DRIVER	SPONSOR	TOTAL TIME
1st	Louie Johner	Wei's Westerner Wear, Red Deer	1:16:61
2nd	Brian Cardinal	Challard Pipeline, Rocky Mountain House	1:17:45
3rd	Dale Young	Calgary Flames Ambassadors, Calgary	1:17:50
4th	Neil Salmond	ABC Restaurant, Red Deer	1:17:51

### **Top Four Wagons from Thursday, July 20, 2017**

### **Top Four Wagons Overall After Two Nights**

PLACE	DRIVER	SPONSOR	TOTAL TIME
1st	Louie Johner	Wei's Westerner Wear, Red Deer	2:32:43
2nd	Lee Adamson	A-1 Rentals, Camrose/ Wetaskiwin	2:35:15
3rd	Linda Shippelt-Hubl	KFC/Taco Bell, Red Deer	2:35:45
4th	Brent Lang	Red Deer RV Parts, Red Deer	2:35:94

- 30 -

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# MEDIA RELEASE



**Westerner Park**



July 22, 2017

## **Tom Cochrane with Red Rider one of the many highlights from third day of Westerner Days**

**July 22, 2017 | Red Deer, AB** - Day three of Westerner Days Fair & Exposition saw 19,054 guests come through the gates of Westerner Park to take in the sights, smells, and thrills of our annual Fair.

Tom Cochrane with Red Rider took over the ENMAX Centrium Main Stage show last night to put on an energy infused show for over 4,600 fans. With a special guest appearance by Gordie Johnson of Big Sugar, the night was one many fans will not soon forget.

Cochrane's opening acts were Jamie Woodfin, a local musician from Ponoka, and Ken Stead of Edmonton. A highlight of the show was a tribute for Kenny Shields, classic rock icon from the band Streetheart, who passed away yesterday at the age of 69. Friday's concert was sponsored by 106.7 The Drive and Zed 98.9 FM.

Tonight, July 22, Coleman Hell takes the stage with opening act Jocelyn Alice. Sponsored by Big 105 FM and KRAZE 101.3 FM, this concert is sure to be a hit. Fans can pick up reserved floor seats beginning at 4:00pm at the Tickets Alberta Box Office; these seats are free with gate admission.

Fair-goers were in high spirits as they took in the many attractions, including the Canine Stars Dog Stunt Show. From Frisbee tricks to dock diving, spectators were amazed at the agility and power of the furry four-legged stars and their trainers. Ethan Wilhelm, founder of the show, told the audience that almost all of the dogs in the show were rescues and he encouraged people to adopt their next companion. You can still catch the Canine Stars Dog Stunt Show at 2:30pm, 5:00pm, and 7:30pm on Saturday and Sunday.

In racing action, Louie Johner, sponsored by Wei's Western Wear, narrowly took home 1st place for the third night in a row in the Red Deer Motors North American Pony Chuckwagon Championships. Behind him for overall standings after three nights are Lee Adamson, John Stott, and Garry Theil. The finals for the Chuckwagon Championships are Sunday at 2:00pm.

Those attending the Fair on Saturday should be on the lookout for the 90's Crew. Post your selfie with them using #WP90STOUR and be entered to win two tickets to the I Love the 90's Tour.

Sunday, July 23rd, is Servus Credit Union Family Day at Westerner Days. A great way to finish off the week, families can receive admission and parking for a carload of up to six people for \$32.00. Kids ten and under can ride all day for just \$12.00.

For more information and full schedules, please visit [westernerdays.ca](http://westernerdays.ca).

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**Westerner Park**

July 22, 2017

## Tom Cochrane with Red Rider one of the many highlights from third day of Westerner Days

### Fair Attendance

Wednesday, July 19, 2017 - 13,583

Thursday, July 20, 2017 - 20,940

Friday, July 21, 2017 - 19,054 (Record set in 2016 with 20,227)

Total Attendance for 2017 - 53,577

### Red Deer Motors North American Pony Chuckwagon Championships

#### Top Four Wagons for Friday, July 21, 2017

PLACE	DRIVER	SPONSOR	TOTAL TIME
1st	Louie Johnner	Wei's Westerner Wear, Red Deer	1:19:43
2nd	Kevin Desjarlais	Ensign Well Servicing, Calgary	1:19:48
3rd	Lee Adamson	A-1 Rentals, Camrose/Wetaskiwin	1:19:69
4th	Garry Theil	Urban Underground Solutions/Knight CAAP Industries, Sherwood Park	1:20:31

#### Top Four Wagons Overall After Three Nights

PLACE	DRIVER	SPONSOR	TOTAL TIME
1st	Louie Johnner	Wei's Westerner Wear, Red Deer	3:54:35
2nd	Lee Adamson	A-1 Rentals, Camrose/Wetaskiwin	3:54:84
3rd	John Stott	K Jochem Contracting, Innisfail	3:55:46
4th	Garry Theil	Urban Underground Solutions/Knight CAAP Industries, Sherwood Park	3:57:22

- 30 -

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# MEDIA RELEASE



**Westerner Park**



July 23, 2017

## Great Weather Draws Large Crowds for Fourth Day of Westerner Days Fair & Exposition

**July 23, 2017 | Red Deer, AB** - The warm temperatures and sun in Red Deer brought the community together for the fourth day of Westerner Days Fair & Exposition on Saturday, July 22. With over 22,000 people in attendance, numbers were up over 15% from last year's Saturday's attendance numbers.

A big hit of the day was spotting the 90's Crew flash mob who performed throughout the day on the Midway Boulevard. Five dancers busted their best moves to Vanilla Ice's "Ice, Ice, Baby" to promote the I Love the 90's Tour, coming to the ENMAX Centrium September 19 at Westerner Park. If you were able to snap some photos of the Crew, post them to social media with hashtags #TicketsAlberta and #WFP90STOUR for your chance to win a pair of tickets to the show! Tickets are on sale now at TicketsAlberta.com or pick them up at the Tickets Alberta Box Office, which is open during Westerner Days.

If you haven't seen all of the entertainment on the Co-op Family Stage, Real Country Adventure Alley, or Midway Boulevard there is still time! One of the fan favourites is Aaron Matthews of YTV who captivates his audiences with his magic tricks. You definitely don't want to miss him!

The Gypsy Vanner Feather Horse Classic saw 25 competitors in the AFSC Livestock Pavilion, while the Miniature Donkey Show finished up in the Stockemans Pavilion. The Junior version of the Miniature Donkey Show is happening today, accompanied by the Canadian Heritage Breeds Chicken Show.

The new Pony Steeple Chase Championship Series finishes their last race today, followed by the Canadian Cowboy Mounted Shooters at 1:15pm. A winner will also be determined in the Red Deer Motors North American Pony Chuckwagon Championships, happening on the Race Track at 2:00pm. After four nights of racing, Louie Johner remains in first place with a combined time of 5:10:99. Don't miss your chance to see if he takes home the championship!

The ENMAX Centrium Main Stage show for Saturday was Cole Hellman with opening act Jocelyn Alive. Presented by Big 105 FM and KRAZE 101.3, the concert had over 2,500 attendees of all ages who enjoyed the show.

Today is Servus Credit Union Family Day at Westerner Days. Families can receive admission and parking for a carload of up to six people for \$32. Kids ten and under can ride all day for just \$12.

For more information and full schedules, please visit [westernerdays.ca](http://westernerdays.ca).

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### Fair Attendance

Wednesday, July 19, 2017 - 13,583

Thursday, July 20, 2017 - 20,940

Friday, July 21, 2017 - 19,054

Saturday, July 22, 2017 - 22,467 (Record set in 2015 with 27,752)

Total Attendance for 2017 - 76,044

### Red Deer Motors North American Pony Chuckwagon Championships

PLACE	DRIVER	SPONSOR	TOTAL TIME
1st	Louie Johnner	Wei's Westerner Wear, Red Deer	1:16:64
2nd	Dale Young	Calgary Flames Ambassadors, Calgary	1:16:67
3rd	John Stott	K Jochem Contracting, Innisfail	1:16:69
4th	Lee Adamson	A-1 Rentals, Camrose/Wetaskiwin	1:16:&4

### Top Four Wagons for Saturday, July 22, 2017

PLACE	DRIVER	SPONSOR	TOTAL TIME
1st	Louie Johnner	Wei's Westerner Wear, Red Deer	5:10:99
2nd	Lee Adamson	A-1 Rentals, Camrose/Wetaskiwin	5:11:58
3rd	John Stott	K Jochem Contracting, Innisfail	5:12:15
4th	Garry Theil	Urban Underground Solutions/Knight CAAP Industries, Sherwood Park	5:14:26

### Top Four Wagons Overall After Four Nights

- 30 -

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# MEDIA RELEASE



**Westerner Park**



July 24, 2017

## **Westerner Days 2017 Final Attendance Totals 90,533**

**July 24, 2017 | Red Deer, AB** - The 2017 Westerner Days Fair & Exposition has concluded with a total of 90,533 visitors. Saturday drew the largest crowd of the Fair with over 22,000 people going through the gates, followed closely by Thursday with over 20,000 attendees.

Wednesday's Parade kicked off the festivities with 136 entries. The winner of the Grand Award, sponsored by Etek Office Supplies, was Blue Grass Nursery, Sod & Garden Centre with their princess themed float, complete with an enchanted forest and a Cinderella carriage. Honourable mention was Alberta Motor Association (AMA).

There were 48 chuckwagons competing in this year's Red Deer Motors North American Pony Chuckwagon Championship. This year's first place winner after five nights of racing was Lee Adamson with a total time of 6:26:45. Adamson was also the winner of the \$2,500 Dash for Cash sponsored by Shek Interiors. Louie Johner came in second place with a total time of 6:27:46.

We All Play, a program sponsored by Stantec with their charity of choice Aspire Special Needs Resource Centre and NOVA Chemicals with their charity of choice, Family Services of Central Alberta, was back for 2017. This program helped over 150 different families experience Westerner Days. Passes, which included complimentary parking, food and admission, were distributed to families that would otherwise not be able to attend due to financial constraints.

Some of the Westerner Days entertainers also participated in Share the Fair, a program created to bring a taste of the fair to children who may not be able to attend due to an illness. Doo Doo the Clown, Bandaloni, and The Magic of Aaron Matthews participated, and the program was sponsored by Olymel.

A highlight of the Fair was Tom Cochrane's performance with Red Rider on Friday evening in the ENMAX Centrium, which drew in over 4,600 fans. The concert, which was sponsored by 106.7 The Drive and Zed 98.9 FM, had a special guest appearance by Gordie Johnson of Big Sugar. Other headliners for the Fair included Jess Moskaluke, Chilliwack and Kim Mitchell, and Cole Hellman.

For more information and to view media releases from all five days of the fair, visit [westernerdays.ca](http://westernerdays.ca).

### **Fair Attendance**

Wednesday, July 19, 2017 - 13,583

Thursday, July 20, 2017 - 20,940

Friday, July 21, 2017 - 19,054

Saturday, July 22, 2017 - 22,467

Sunday, July 23, 2017 - 14,509

Total Attendance for 2017 - 90,533

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# MEDIA RELEASE



**Westerner Park**

July 24, 2017

## **Westerner Days 2017 Final Attendance Totals 90,533**

### **Fun Stats**

Number of Rides: 40  
Number of Food Vendors: 27  
Number of Vendors in Holiday Inn 19th Street Market: 100+  
Number of Main Stage Concert Attendees: 12,473  
Number of Entertainment Acts: 29  
Number of Livestock Shows: 13  
Number of Fireworks: 2500+

### **Red Deer Motors North American Pony Chuckwagon Championships**

#### **Top Four Wagons for Sunday, July 23, 2017**

PLACE	DRIVER	SPONSOR	TOTAL TIME
1st	Lee Adamson	A-1 Rentals, Camrose/Wetaskiwin	1:14:87
2nd	Kolton Thiel	The Eagle Tower Outfit	1:15:14
3rd	Dale Young	Calgary Flames Ambassadors, Calgary	1:15:48
4th	Neil Salmond	ABC Restaurant, Red Deer	1:15:98

#### **Top Four Wagons Overall After Five Nights**

PLACE	DRIVER	SPONSOR	TOTAL TIME
1st	Lee Adamson	A-1 Rentals, Camrose/Wetaskiwin	6:26:45
2nd	Louie Johnner	Wei's Western Wear, Red Deer	6:27:46
3rd	John Stott	K Jochem Contracting, Innisfail	6:28:49
4th	Kolton Thiel	The Eagle Tower Outfit	6:29:71

- 30 -

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**Westerner Park**



August 11, 2017

## **Off-site events and Morning of Faith give back to our community during Westerner Days 2017**

**August 11, 2017 | Red Deer, AB** – Westerner Days Fair & Exposition for 2017 may be over, but the impact on our community is lasting. Seventeen official off-site events were held this year with over \$23,000 raised, benefiting local not-for-profits and many events also collected Food Bank donations.

From pancake breakfasts to barbeques and chili cook-offs, food was a common theme during our community gatherings. A total of ten pancake breakfasts were held that raised a combined total of \$9,800 and five barbeques raised \$5,290. BIG 105 and 106.7 The Drive Chili Cook-Off event, benefitting the Kidney Foundation, brought in \$2,729.90.

Westerner Days' Morning of Faith, presented by 90.5 Shine FM, on Sunday, July 23, had over 2,600 people in attendance. The non-denominational service was free to attend, and guests were encouraged to bring a donation for the Red Deer Food Bank. A staggering 530 lbs of food was collected and \$862.55 in monetary donations.

Westerner Park would like to thank everyone who planned or participated in a Westerner Days off-site event. Our community united together in celebration and support, which is what being a Westerner is all about!

- 30 -

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