



Westerner Park

# MEDIA RELEASE

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## Westerner Dairy Showcase logo has a new look!

**September 20, 2017 | Red Deer, AB** – Westerner Championship Dairy Showcase first began in 1954 and now has an updated name and fresh new look thanks to a logo refresh.

“As a team, we identified that the logo and name was in need of an update for a few reasons,” says Shannon Penny, Marketing Manager, Westerner Park. “The committee and our staff felt it needed a more modern look, easier name to say and tie it into our Westerner Park branding.”

The Westerner Park branding was updated in 2009, so redesigning the Westerner Dairy Showcase logo to meet the overall brand standards was important. “We want people to look at the logo and be able to identify right away that it is a Westerner Park event,” says Penny.

The new logo is clean and simple, featuring the silhouette of a cow, accompanied by the standard Westerner Park font and our corporate green colour. The name of the event was adjusted to Westerner Dairy Showcase and the new logo is displayed below.

The Westerner Dairy Showcase continues to be a valuable part of Westerner Park’s agricultural history and Western Canada’s largest fall dairy show and sales event. The annual event will take place from October 26-28 in the Agricentre building at Westerner Park and will feature over 150 cattle from across the Western provinces. Event highlights include the Central Alberta Holstein Club Sale, the Youth Show, the Jersey Show and the Holstein Show. Industry seminars, a tradeshow, and the ever popular Mega-Moola Jackpot will also be on site.

For event details, registration forms, and additional information, please visit [westernerpark.ca](http://westernerpark.ca).

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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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