



Westerner Park

MEDIA RELEASE

Westerner Park COVID-19 Update

March 20, 2020 | Red Deer, AB – Westerner Park announced today that they will be temporarily laying off over 90% of their overall workforce as an unprecedented measure during the COVID-19 pandemic.

“This was an incredibly difficult decision to make,” says Mike Olesen, Chief Executive Officer, Westerner Park. “We know these measures are necessary but still deeply impact our staff and their families. They have been very understanding, and we will work to support them in any way we can.”

Over 50 events have been postponed between March 10th and April 24th in accordance with the Government of Alberta recommendations to prevent the spread of the virus. Westerner Park speculates events after April 25th will also be affected. However, at this time the organization remains committed to being flexible over the days and weeks to come should the situation improve.

With no revenue currently coming into the non-profit organization, the temporary reduction was an important financial decision. Westerner Park hopes that by taking these measures now, they can not only mitigate the spread of COVID-19 but also ensure the long term viability for the organization.

Westerner Park is monitoring this rapidly evolving situation and is working closely on the recommendations from the Government of Alberta and with the oversight from the City of Red Deer. Olesen states, “We are working with the City as strong supporters of our organization, as well as cooperating with them for the continued financial oversight and control of our operations.”

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Westerner Park is central Alberta's largest tradeshow, agricultural, sports, entertainment and convention facility. 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:

Meghan Samson
Marketing & Communications Manager
P 403.309.0207
E msamson@westernerpark.ca