



Westerner Park

# MEDIA RELEASE

## Westerner Park hosts official Grand Opening for new Exhibition Hall

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**May 13, 2019 | Red Deer, Alberta** - The wait is finally over! Westerner Park opened the doors of the Exhibition Hall to celebrate its Grand Opening on Saturday, May 11. The evening was dedicated to the community stakeholders who support the organization and allow Westerner Park to grow and flourish in Central Alberta.

The Exhibition Hall is Westerner Park's largest and most technical venue to date. The facility serves as the final connecting structure to the majority of the Park's facilities. The 75,000 square foot structure now connects the Stockmen's Pavilion and Agricentre, providing Westerner Park the opportunity to bid on larger events that bring positive economic and social impacts to Central Alberta.

Sponsors, clients, volunteers, board members, and many other supporters were invited to tour the facility and witness just a few of the vast capabilities the Exhibition Hall has to offer. Staff utilized each corner of the room by setting up mock banquet, concert, tradeshow and meeting areas; all of which featured food stations, proving to be a highlight for many guests. Produced by Westerner Park Catering, the food stations showcased diverse menu styles and options that can be offered for event organizers.

The space was artfully decorated with a rustic yet modern motif, courtesy of Elegant Event Rentals and On The Mark Productions, featuring accents of greenery that played into the night's theme.

The Exhibition Hall boasts incredibly crisp acoustic sound and a state-of-the-art LED lighting system, making it ideal for concerts and performances. It also houses a box office, four private dressing rooms, an upper viewing gallery, full concession, and an in-house public address system. These elements make the Exhibition Hall versatile enough to host anything from major tradeshows and conferences, to galas and sporting events. The space can also be divided in half to host more than one event at a time.



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“The Exhibition Hall will serve as the new heart and home to year-round sporting events, celebrations and tradeshow in Central Alberta” Bradley Williams, Westerner Park CEO announced to guests. “[The new facility] represents our future in the event and agriculture industry.”

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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 100 fulltime 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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