



Westerner Park

MEDIA RELEASE



RED DEER & DISTRICT
CHAMBER OF
COMMERCE

October 19, 2017

A partnership that has the potential to bring Canadian Finals Rodeo to Red Deer

October 19 | Red Deer, AB — Westerner Park, in partnership with Red Deer and District Chamber of Commerce are in the final stage of reviewing a business case to support the presentation of a multi-year proposal to the Canadian Professional Rodeo Association (CPRA) to potentially host the Canadian Finals Rodeo (CFR) in the ENMAX Centrium starting in November 2018 at Westerner Park.

Red Deer and District Chamber of Commerce has been supporting business activities in Central Alberta for 124 years and Westerner Park is the third largest Agricultural Society in Alberta with over 125 years of history within the Agricultural event industry, making our partnership unique and promising to hosting the CFR.

“We hope to be successful in bringing this event to Red Deer,” says Ben Antifaiff, CEO and General Manager at Westerner Park. “This event would generate significant economic impact throughout our community and Central Alberta, but also showcase our hospitality to host events of this scale.”

“The magnitude of this event would be a community effort, which is why we are looking for the support and encouragement from our community as we work hard to bring the CFR to Red Deer and Central Alberta,” says Robin Bobocel, CEO of Red Deer and District Chamber of Commerce.

Red Deer and District Chamber of Commerce and Westerner Park believe Red Deer is ready. Are you ALL-IN? Interested in being part of this exciting opportunity, let us know!

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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:

Shannon Penny
Marketing Manager
Westerner Park
E spenny@westernerpark.ca
P 403.309.0207

Lindsey Knudson
Marketing Manager
Red Deer & District Chamber of Commerce
E lkudson@reddeerchamber.com
P 403.347.4491