



April 8, 2016

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# MEDIA RELEASE

## Westerner Park Tarp Auction a Huge Success

**April 8, 2016 | Red Deer, AB** – On Wednesday April 6, 2016 the 18th Annual Westerner Park Tarp Auction took place at Bellinis Sonic Lounge in the Sheraton Red Deer. Once again local businesses were supportive, hitching themselves to 56 wagons.

In total \$132,550 was raised for the pony chuckwagon drivers this year, with the average tarp auctioning for approximately \$2,366.

“In light of economic conditions in Central Alberta, it was reassuring to see local businesses come out to support the pony chuckwagons,” reported Graham Heron, President and Board Chair, Westerner Park. “We had new sponsors join existing sponsors, and it was a great success.”

Ben Antifaiff, Chief Executive Officer and General Manager of Westerner Park, was enthusiastic regarding results as well, “I am very pleased to see Central Alberta businesses support each other and once again, the passion of our community was evident this evening demonstrating a continued confidence in our Westerner Days events and the vibrancy of our community.”

The All Pro Chuckwagon and Chariot Association echoed their satisfaction with the results indicating the drivers were very happy with the final outcome.

Westerner Park looks forward to celebrating the 18th Annual Red Deer Motors North American Pony Chuckwagon Championships during 125th Anniversary Westerner Days Fair & Exposition from July 20 – 24 at Westerner Park!

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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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