



Westerner Park

# MEDIA RELEASE

October 24, 2017

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## Westerner Dairy Showcase Welcomes Pierre Lampron, President at Dairy Farmers of Canada

**October 24, 2017 | Red Deer, AB** – The Westerner Dairy Showcase has been a Westerner Park produced event for over 60 years and is taking place this week from Thursday, October 26 to Saturday, October 28 in the Agricentre building.

The annual event will feature over 220 cattle from across the Western provinces, with plenty of events to take in. The Dairy Showcase hosts the Youth Show, an Ice Cream Social, both the Holstein and Jersey Shows, Awards Banquet and the ever popular Mega-Moola Jackpot. It is a perfect event for all ages.

This year, Westerner Dairy Showcase is proud to welcome Pierre Lampron, President at Dairy Farmers of Canada to speak during the event. Pierre has been a dairy farmer since 1987 in Mauricie, Quebec and he believes dairy farmers can be more successful in reaching their goals by working together.

Pierre will be presenting on Friday, October 27 at 10:30 am, right before the Ice Cream Social. His presentation will be an informative session, speaking about the state of the industry and current issues affecting the dairy industry trade agreements.

Westerner Dairy Showcase is Western Canada's largest fall dairy show event and continues to be a valuable part of Westerner Park's agricultural history.

For event details, schedules 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.*



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