



Westerner Park

# MEDIA RELEASE

## Westerner Days Fair & Exposition Event Launch

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**April 30, 2019 | Red Deer, AB – Westerner Days 2019 will be Well Worth the Ride!** The official Westerner Days Event Launch was held on Tuesday, April 30 at Westerner Park's new Exhibition Hall. Ahead of schedule for the annual event, this year's Media Launch took place in conjunction with Red Deer & District Chamber's April Business After Hours. Business After Hours is a long-running networking event that offers unique opportunity for the Red Deer and surrounding area business community to meet, connect, and learn in a relaxed, social atmosphere.

This year's theme for Westerner Days is 'Well Worth the Ride': a theme focused on cultivating value for Fair attendees. Westerner Park believes that sharing experiences and memories with loved ones is invaluable. Each year, Central Alberta's Largest Summer Celebration presents the opportunity to families to collect those priceless moments at the Fair; it's all part of what makes Westerner Days 'Well Worth the Ride'! The introduction of new experiences, and the celebration of classic Fair features promises to enrich the value for all who attend this year's festivities.

Rather than a traditional presentation, media and local business folk were taken on an experience-based tour that highlighted what's in store for the upcoming Westerner Days Fair & Exposition. Guests traveled by golf carts, driven by Westerner Days staff who served as their tour guides for the evening. They experienced a taste of what Westerner Days has to offer by visiting booths and interacting with the displays; some participants even spun their own cotton candy!

We are so excited to announce that during Westerner Days, the Exhibition Hall will host the largest animatronic dinosaur exhibition in North America: *Dinosaurs Unearthed!* A life-sized, roaring *T.rex* head, hands-on activities and kid's dig site is sure to excite the future Paleontologist in your family!

Many new activities were showcased at the event launch. Glow Night will be taking over the Centrum on the Friday night. Complete with complimentary swag and glow-in-the-dark furniture courtesy of Alberta Cubed, Glow Night will be a fun-filled, inclusive concert experience open to all ages. Luminescent performances will be presented by the Forum Red Deer!

The Laughing Loggers are bringing fresh entertainment to the Amphitheatre this year. Their comedic lumberjack show will feature interactive axe throwing, chainsaw wood carving, and the ultimate entertainment show that will have you 'laughing like a possum in a pine tree'!

Whether you're looking for a bucket of southern style fried chicken or a drink served up in a real coconut, the food offerings at the Fair are sure to impress. Families will be able to kick back at the Bud Barn & Beer Gardens until 8 pm to enjoy a farm-to-fork style meal, while the young adults will appreciate the extended outdoor seating and local entertainment inside.





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Ride All Day (RAD) Passes are available at Tickets Alberta. You can purchase your Early Bird and Advanced RAD Passes, along with passes to Dinosaurs Unearthed online at [www.ticketualberta.com](http://www.ticketualberta.com)

### Main Stage entertainment for Westerner Days 2019:

Thursday July 18, presented by Real Country 95.5 and Real Country 93.3, opening performer is Jason Benoit for Aaron Goodvin.

For Glow Night on Friday July 19, Streetheart, the Headpins and Toronto will be presented by Big 105 and The Drive.

Saturday July 20, Nicehorse will be taking the stage presented by Real Country 95.5 and Real Country 93.3. Stay tuned for Saturday night's headliner announcement!

For a full list of entertainment, sponsors, and exhibits head to: [www.westernerdays.ca](http://www.westernerdays.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 100 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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