



Westerner Park

Media Release

Westerner Park Celebrates 5 Years as Home to Canadian Finals Rodeo

October 25, 2023 | Red Deer, AB – In partnership with the Canadian Professional Rodeo Association (CPRA), Westerner Park proudly marks five outstanding years as the host of the Canadian Finals Rodeo (CFR).

For over half a decade, Westerner Park has been a dynamic hub for rodeo enthusiasts, distinguished athletes, and passionate fans, uniting in celebration of the indomitable spirit of Canadian Rodeo, our western heritage and the agricultural sector in Alberta.

As we bid adieu to this chapter, we mark the transition of this distinguished event to a new host city. We wholeheartedly convey our best wishes to the incoming hosts, confident that they will continue with the same ardor and devotion that Westerner Park has exemplified throughout our tenure.

The collaboration forged between Westerner Park, the Canadian Finals Rodeo, the Canadian Professional Rodeo Association, the City of Red Deer, and Red Deer County, has been nothing short of extraordinary. Together, we've preserved the legacy, showcasing the heart and soul of rodeo in Canada, while also leaving a profound impact on our broader community.

"Hosting the Canadian Finals Rodeo at Westerner Park has been a privilege and a source of immense pride for our organization. We are grateful for the memories created and the impact this event has had on our community. As we pass the torch to the next host city, we look forward to an exciting future for Westerner Park. We remain committed to being a dynamic destination for agriculture, entertainment, culture, and community engagement in Alberta."

– Shelly Flint, Chief Executive Officer, Westerner Park

We eagerly anticipate the continuation of the Canadian Finals Rodeo in Alberta, secure in the knowledge that this iconic event will remain a cornerstone of our nation's rodeo heritage.

"The City of Red Deer is incredibly grateful for the five years the CFR made Red Deer home," said City of Red Deer Mayor, Ken Johnston. "From the citizens, the businesses, and our whole community we are thankful for the benefits this event brought to us, and we are excited to have one last hurrah this year. City Council and I wish the City of Edmonton all the best in keeping this event to our great province."

Red Deer County Mayor Jim Wood remarked that "over the past five years, Red Deer County has been a proud sponsor of the CFR. The world-class event has given visitors a chance to see what central Alberta has to offer and provided a big boost to local businesses. I am excited to welcome contestants and rodeo fans one last time, knowing that next year the legacy of Canadian rodeo and agriculture will remain in good hands".

Furthermore, Westerner Park, along with the City of Red Deer and Red Deer County, will continue to collaborate in bringing events and initiatives that the community desires. This collective effort will result in continued economic prosperity for Central Alberta.

Moreover, the recent 30-million-dollar expansion to Red Deer Regional Airport presents exciting opportunities for our community, promising increased accessibility and potential growth for events hosted at Westerner Park.

"Looking ahead, the future is bright for Westerner Park. We eagerly anticipate the myriad of opportunities to host both new and returning clients, further solidifying our position as a premier destination for dynamic events. The next chapter promises growth, innovation, and even greater contributions to the vibrant tapestry of Central Alberta's cultural and economic landscape."

— Tyler Nightingale, President, Westerner Park Board of Directors

About Westerner Park

Westerner Park is Central Alberta's largest tradeshow, agricultural, sports, entertainment, and convention facility. A not-for-profit organization and agricultural society, Westerner Park typically generates \$150 million annually in economic activity, hosting over 1,500 events and 1.5 million visitors each year.

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