



Westerner Park

MEDIA RELEASE

December 14, 2015

Westerner Days Fair and Exposition Receives International Recognition

December 14, 2015 | Red Deer, AB – The Westerner Days Fair and Exposition has received the first place Award of Distinction in the “Innovations in Sponsorship” competition for its We All Play Program in partnership with NOVA Chemicals and third place Award of Distinction in the “First Time Sponsorship” competition for its Morning of Faith initiative in partnership with 90.5 Shine FM from the International Association of Fairs and Expositions (IAFE) headquartered in Springfield, Mo.

The competition recognized one fair from three categories in each of five divisions based upon attendance. The entries are evaluated and judged by a team of industry leaders. These individuals are selected from the membership of International Association of Fairs and Expositions, which has over 1,200 members from around the globe.

The awards were presented during the Awards Reception on Dec. 5, 2015, during the 125th annual IAFE Convention held in Las Vegas, Nev. Westerner Days can take great pride in knowing that their event has been selected for this prestigious honor. These awards are sponsored by ETix, based in Morrisville, N.C.

The purpose of Innovation in Sponsorship awards is to encourage fair members to share their best work in creating innovative sponsorship marketing activation for their fair.

The International Association of Fairs and Expositions (IAFE), based in Springfield, Mo., is a voluntary, nonprofit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all of whom are interested in the improvement of fairs, shows, expositions, and allied fields.

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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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