



FOR IMMEDIATE RELEASE

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International Association of Fairs and Expositions

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International Fairs and Expositions Contest Results Announced

Red Deer, AB - Westerner Days Fair & Exposition received international recognition after competing for an award with their agricultural programming. Westerner Days earned first place in Division 1, Category 6 (non-fair related agriculture event/program which is produced or co-produced by your fair) for their Westerner Park Urban Farm.



Westerner Park Urban Farm was created to connect the urban community with their agricultural roots by focusing on education and participation through three steps. First, the public learned how to grow their own food, secondly attend workshops on local sustainability and preservation, and thirdly brought people together to enjoy a long table dinner using locally produced ingredients.

The Westerner Days received their Agricultural Award at the 127th annual International Association of Fairs and Expositions (IAFE) convention held in Las Vegas. #iafe2017

“The IAFE Agricultural Awards contest provides fairs with a unique collaboration experience, allowing them to critique the aspects of agriculture throughout fairs, internationally,” Lori Hart, Director of Education and Member Services, said.

The awards were presented during the second general session on November 28, 2017. The Agricultural Awards contest received 284 entries, showcasing a vast array of sponsorship opportunities and recognition. The Agricultural Awards are sponsored by ShoWorks, headquartered in Texas.

The 13 categories within the Agricultural Awards are divided into five divisions by fair attendance. After submission, entries are judged based upon predetermined criteria set forth by IAFE committees. Judges include industry professionals both within, and outside of, the IAFE membership.

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. For more information, visit www.fairsandexpos.com, follow the IAFE on [Facebook](#), [Twitter](#), [Instagram](#) and Snapchat, or call 800.516.0313.

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