

MEDIA RELEASE



Westerner Park



May 5, 2017

Westerner Days Advance Ride All Day (RAD) and MEGA Passes Online Sale Starts Today

May 5, 2017 | Red Deer, AB – Westerner Days advance Ride All Day (RAD) and MEGA passes online sale starts today at 10:00 am. Fair goers can now purchase their advance RAD and MEGA passes using Tickets Alberta by visiting www.ticketsalberta.com and save with early bird pricing.

“This year marks a new milestone for Westerner Days as we can offer for the first time in our 126 years of coming together in celebration, the ability to purchase RAD and MEGA passes online,” said Ben Antifaiff, Chief Executive Officer and General Manager of Westerner Park at yesterday’s Partner and Media Conference announcing the inside scoop of Westerner Days.

Purchase your advance RAD pass and save \$23, which includes gate admission and midway rides for an entire day. Save \$17 on MEGA passes, which are valid for an individual to attend Westerner Days any three days during the fair.

These early bird prices won’t last forever! Sale of the advance discounted passes ends on Thursday, June 15 at 11:59 pm. On Friday, June 16 purchase of individual gate admission and family passes for Westerner Days will become available online at Tickets Alberta. RAD and MEGA passes will be sold on Friday, June 16 at participating Central Alberta Co-op Stores until Tuesday, July 18. Only a limited quantity will be available at each store location, so buy yours soon!

“This year at Westerner Days let’s ‘*come together in celebration*’ and pay tribute to this great country we call home,” said Ben. “Our campaign embodies what it means to be Canadian and a Westerner by showcasing we are proud, welcoming, practical and service-oriented.”

Westerner Park is excited to announce this year’s entertainment line-up for Westerner Days Fair & Exposition will be featuring all Canadian performers, in honour of Canada’s 150th Birthday.

Another new benefit this year, on top of purchasing passes to Westerner Days online, guests can now reserve their seating in the ENMAX Centrium floor area until 8:00 pm before the show starts.

For more information please contact:

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Main Stage Entertainment:

On Wednesday, July 19, presented by Real Country 93.3 and Real Country 95.5, the opening performers are Nice Horse and Hey Romeo. The headliner for Wednesday night is Jess Moskaluke, who recently accepted Country Album of the Year at the 2017 Juno Awards in April.

On Thursday, July 20, presented by 100.7 CRUZ FM and 106.7 The Drive, co-headliners are Kenny Shields and Streetheart along with Canada's legendary Chilliwack.

On Friday, July 21, presented by Zed 98.9 FM, the opening performers are Jamie Woodfin and Ken Stead. The headliner for Friday night is Tom Cochrane with Red Rider. Cochrane's massive body of music and energetic live shows have established him as one of Canada's most treasured artists.

On Saturday, July 22, presented by Big 105 FM and KRAZE 101.3 FM, the opening performer is Jocelyn Alice. The headliner for Saturday night is Coleman Hell, who crafted a genre-defying monster of a hit with his breakout single called, '2 Heads'.

Each night after the main stage performers, from Wednesday to Saturday, there will be fireworks at the racetrack starting at 10:45 pm weather permitting.

At the 2017 Westerner Days, 'come together in Celebration' of everything it means to be a Canadian, an Albertan and a Westerner.

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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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