



Westerner Park

# MEDIA RELEASE

April 28, 2017

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**Westerner Park introduces, Tickets Alberta — a new ticketing system that is *local, quick and reliable!***

April 28, 2017 — Westerner Park, in partnership with the Red Deer Rebels, is proud to introduce a new ticketing system called Tickets Alberta. The new system offers customers a safe, reliable, user-friendly experience that is quick and easy to use.

Tickets Alberta provides an opportunity for event goers to make purchasing tickets a breeze. Event planners have access to customizable features and display options in being able to sell tickets for their events. Not only is Tickets Alberta beneficial for Westerner Park and the Red Deer Rebels but also for Central Alberta as Tickets Alberta offers the ability to reduce ticketing surcharges, putting the savings back into the ticket purchaser's pocket!

With the change in ticketing systems, Westerner Park for the first time in our 126 years of being *your destination for celebration* is offering Westerner Days Fair & Exposition advance Ride All Day (RAD) and MEGA passes online! Fair goers will now be able to purchase tickets at their own convenience, quick, easy and online. Purchasers will be able to email forward tickets/passes to friends and family or print at home.

Starting Friday, May 5 at 10:00 am save \$23 on RAD passes, 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 June 15 at 11:59 pm. On June 16, purchase of individual gate admission and family passes for Westerner Days will become available online.

Activate your account now with Tickets Alberta if you haven't already done so by visiting [www.ticketsalberta.com](http://www.ticketsalberta.com) and sign up for Tickets Alberta email communication to receive special offers, announcements and presale codes.



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As an introductory special, Tickets Alberta is offering the chance to win a VIP package to Westerner Days 2017. The VIP package includes 1 day of fair goer's choice during Westerner Days with gate admission, front row seats to a nightly main stage concert in the ENMAX Centrium, parking and midway rides! To enter, follow Tickets Alberta's new Instagram, Twitter and/or Facebook page. Every like or follow on Tickets Alberta's social media accounts is 1 entry and every share of Tickets Alberta's Facebook page counts as 2 entries. On Friday, June 2, Tickets Alberta will announce the lucky winner of the VIP package.

Tickets Alberta is *local, quick and reliable!*



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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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