



Westerner
Foundation

Media Release

The Westerner Park Foundation is Established

September 14, 2021 | Red Deer, AB – With the objective of promoting, fundraising, and investing in initiatives that will support the future sustainability of Westerner Park, the Westerner Foundation has been established. The delivery on this mission ensures that Westerner Park will continue to serve the public by enhancing the quality of life for Central Albertans, advancing the agriculture industry, and generating economic benefit for our community.

The community leaders who comprise the inaugural membership of the Westerner Foundation are:

- John Donald, Chair
- Lyn Radford, Vice Chair
- Ingrid Anderson, Treasurer
- Terry Coutts
- Chris Warren
- Rod Kennedy
- Deb Beck, Westerner Park Board Chair (ex officio)
- Scott Wyzykoski, Westerner Park Board member (ex officio)
- Mike Olesen, Westerner Park CEO (non-voting)

“Westerner Park is a hub in our community, where Central Albertans gather to celebrate, for trade and to host numerous fundraisers. Therefore, it is critical that its facilities and events thrive in the future,” stated John Donald, Westerner Foundation Chair. “As stewards of the Foundation, we will make sure that all donations and funds raised are directed to support our key pillars - Innovation & Events, Capital Programs, and Education & Community Engagement, to help our community continue to grow” added Donald.

The Westerner Foundation has initiated a target of raising \$9 million in support of their Capital Programs pillar. In addition to the Westerner Foundation members’ fundraising efforts, the first annual Cowboy Kicks event is set to run on September 18th, and the proceeds will be directed to the Westerner Foundation in support of this capital campaign.

“Westerner Park appreciates the support of the Westerner Foundation and the Cowboy Kicks committee in helping us ensure the sustainability of this important community asset,” said Deb Beck, Westerner Board Chair and Westerner Foundation member. “We’ve been at the heart of activities and events for 130 years, and the Westerner Foundation will support our effort to continue to be a contributor to Central Alberta’s success for generations to come.”

The Westerner Foundation will be a key partner for Westerner Park going forward, keeping true to Westerner Park’s ag and community roots to remain Central Alberta’s ‘destination for celebration’.

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The Westerner Foundation will improve and contribute to the Central Alberta culture of rural connection, inspiring youth, engaging arts & culture, and benefiting our community, by promoting, fundraising, and investing in initiatives that will support the future sustainability of Westerner Park.



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

For more information, please contact:

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