



Westerner Park

# MEDIA RELEASE

May 12, 2017

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## Learn, grow and connect at Westerner Park Urban Farm Festival

May 12, 2017 — Westerner Park has strong agriculture roots as one of the largest agricultural societies and what better way to showcase our agriculture then through a celebration of food. Westerner Park Urban Farm Festival is a new event with a focus on education, encouraging and inspiring people to be knowledgeable about food production and preservation. Through an interactive and experiential environment, Westerner Park will create an Urban Farm experience on our property.

“Our staff at Westerner Park is very excited to begin the development of our new Urban Farm area on our property that will be used to bring the community together by demonstrating how food is grown,” said Ben Antifaiff, CEO and General Manager at Westerner Park. “Westerner Park Urban Farm Festival will teach the importance of urban agriculture and sustainable local food production that we believe will contribute to creating a vibrant and resilient community.”

Thanks to the generous donations from our sponsors, Red Deer County, Peavey Mart, Holiday Inn Hotels & Suites, Canar Rock Products, Blue Grass and A’bunadh Seeds we are ready to start planting.

On May 26, Steel Pony Farms will assist Westerner Park on planting our new farm, which Westerner Park will give 100% of what our Urban Farm, presented by Red Deer Country produces back to the community through organizations like Red Deer Food Bank and Hope Mission. The Urban Farm Festival, presented by Peavey Mart will take place on August 20 in conjunction with Alberta Open Farm Days. The Festival will be an environment where local producers can showcase their products and share their agricultural story.

Westerner Park Urban Farm Festival is going to have a full day of activities, workshops and demonstrations on food production and preservation. The community will learn what they can grow in their own backyard, how to make jams and pickles, urban chicken keeping, urban beekeeping and so much more! After the festival join us at our long table dinner for a celebration of the “*Taste of Home*” event, presented by Holiday Inn Hotels & Suites featuring a menu full of locally sourced ingredients expertly crafted into a flavour experience by Chef Emmanuel David.

Let's come together, learn to grow local food and connect with the community at Westerner Park Urban Farm Festival on August 20!

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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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