



Westerner Park

# MEDIA RELEASE

May 29, 2015

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## We All Play

*In partnership with local businesses, Westerner Park provides a day at the Fair for many Central Alberta families.*

**May 29, 2015 | Red Deer, AB** – For many, Westerner Days Fair & Exposition is an annually attended event full of rides, food, friends and fun. But for many others, due to financial constraints, Westerner Days is not on their event calendar.

Alberta's wealth is among the highest in Canada, yet the poverty rate is still alarmingly high. More than 8% of Alberta's population is impoverished, where, in Red Deer 13% of the population or 5,900 individuals or families are living in poverty.

In 2013, Westerner Park created the 'We All Play' program. The program began with ConocoPhillips which provided 100 families with complimentary admission and parking for Westerner Days Fair and Exposition. Passes were distributed through Family Services of Central Alberta to families that would otherwise not be able to attend. Last year, Stantec joined us by sponsoring their charity of choice, Aspire Special Needs Resource Centre. Through this expanded program, the Aspire families will have the opportunity to take a much needed break from the day to day demands of a child with special needs and play.

*"We are thrilled to partner with Westerner Park for the We All Play initiative. These hard-working parents and children have earned a day at the fair – like many other families – and we are excited to give that to them." - Russ Wlad, Stantec Senior Vice President and Geographic Leader, Canada Mountain Region.*

*"Thank you to Westerner Park for creating the 'We All Play' program, and to Stantec for their tremendous community support. Stantec chose to support this terrific program so that Aspire families could attend, and play, during Westerner Days... just like any other family in our community. Last year, Aspire families gave overwhelming positive feedback! Thank you!" - Michelle Sluchinski, Executive Director, Aspire Special Needs Resources Centre.*

As the program moves into 2015, NOVA Chemicals has graciously sponsored Family Services of Central Alberta, as their charity of choice.

*"NOVA Chemicals believes in a strong community. We are proud to sponsor We All Play — a program designed to help provide youthful entertainment options for those who may not be able to participate in the fun and excitement of Westerner Days." -Ed Bryant, Site Plant Availability Leader, Joffre Site*



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*"As an agency, participating in the We All Play program means so very much to the families, and clients we serve. To have Westerner Park and Nova Chemicals come together to help vulnerable families access the fair, is a perfect example of community collaboration. We are thrilled to help coordinate and locate those deserving families in Red Deer and area through the many programs, and initiatives we offer. On behalf of the families and individuals we serve, Family Services of Central Alberta thanks everyone for their hard work and dedication to this community project." - Leanne Landry, Manager of Community Relations, Family Services of Central Alberta.*

*"We've had great success with this program and plan to continue to expand," said Meghan Gustum, Marketing Manager, Westerner Park, "Connecting sponsors with their preferred charity allows more Central Albertans to enjoy Westerner Days Fair & Exposition."*

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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 staff and 150 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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