



Westerner Park

# MEDIA RELEASE

March 19, 2015

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## Westerner Park Tarp Auction a Huge Success

**March 19, 2015 | Red Deer, AB** – On Wednesday March 18, 2015 the 17th Annual Westerner Park Tarp Auction took place at Bellinis Sonic Lounge in the Sheraton Red Deer. Once again local businesses were supportive, hitching themselves to 56 wagons.

In total \$146,150 was raised for the pony chuckwagon drivers this year, with the average tarp auctioning for approximately \$2,610.

“In light of economic conditions in Central Alberta, it was reassuring to see local businesses come out to support the pony chuckwagons,” reported Kent Olsen, President and Board Chair, Westerner Park. “We had new sponsors join existing sponsors, and it was a great success.”

Darrell Komick, Chief Executive Officer and General Manager, Westerner Park, was enthusiastic regarding results as well, “Time and time again, Central Alberta businesses support each other, demonstrating continued confidence in the stability and vibrancy of our area.”

Pony chuckwagon driver Tracey Stott echoed the satisfaction, “Despite concerns entering the tarp auction, we were very happy with the final outcome!”

Westerner Park looks forward to celebrating the 17th Annual Red Deer Motors North American Pony Chuckwagon Championships during Westerner Days Fair & Exposition from July 15-19 at Westerner Park!

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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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