



Westerner Park

# MEDIA RELEASE

April 28, 2014

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## Don't be Shy, Tell Us What You Really Think

**April 28, 2014 | Red Deer, AB** – As directed by the Westerner Park Board of Directors, Westerner Park has engaged the services of Management and Economic Consultant, Richard Hudson, to conduct an Environmental Scan Project.

The objectives of the research include assessing the perceptions and opinions of Westerner Park as a progressive community leader, economic and tourism generator and community contributor for the central Alberta region. In addition, the research will address perceptions of our customer service from a number of different customer groups including our event stagers, event attendees and the general public.

“Information gathered in the research will be used for future decision making and planning,” says John Harms, Chief Executive Officer, Westerner Park. “Westerner Park is committed to hearing what the community has to say and acting of any areas that may need enhancement.”

The research will be conducted through a number of qualitative and quantitative methods. Event planners, event attendees and the general public are being asked to complete an online customer service survey between the dates of April 28th and July 21st of 2014. To access the survey, simply click on the link:

– 30 –

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.

For more information please contact:

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