



Westerner Park

# MEDIA RELEASE

December 29, 2014

## Westerner Days Fair and Exposition Receives International Recognition

**December 29, 2014 | Red Deer, AB** – The Westerner Days Fair and Exposition has received an Award of Distinction for Communications in the following categories, in Division 1 – Fairs with attendance up to 100,000 people:

- 1<sup>st</sup> place – Overall Social Media Campaign
- 1<sup>st</sup> place – Newspaper Ad – Black and White
- 2<sup>nd</sup> place – Single Brochure/Flyer
- 2<sup>nd</sup> place – Electronic Newsletter
- 2<sup>nd</sup> place – Promotional/ Advertising Poster
- 3<sup>rd</sup> place – Promotional Advertising: Outdoor

from the International Association of Fairs and Expositions (IAFE) headquartered in Springfield, Mo.

There are a total of 21 award categories for the Communications Awards, each divided into 5 divisions by attendance, that a Fair or Expo can enter. The entries are evaluated and judged by a team of industry leaders. These individuals are selected from the membership of International Association of Fairs and Expositions, which has over 1,200 members from around the globe.

The awards were presented during the Awards Reception on December 10, 2014, during the 124th annual IAFE Convention held in Las Vegas, Nev. Westerner Days can take great pride in knowing that their event has been selected for this prestigious honor. These awards are sponsored by K&K Insurance, headquartered in Indiana.

The purpose of this competition is to improve the advertising and publicity programs of fairs and to provide recognition for those fairs doing an outstanding job.

The International Association of Fairs and Expositions (IAFE), based in Springfield, Mo., is a voluntary, non-profit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all of whom are interested in the improvement of fairs, shows, expositions, and allied fields.

- 30 -

*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:**

**Meghan Gustum**  
Marketing Manager  
P 403.309.0207 E [mgustum@westerner.ab.ca](mailto:mgustum@westerner.ab.ca)