



# Media Release

## Help Needed to Boost Community Engagement for Westerner Days

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**June 14, 2022 | Red Deer, AB** – The Westerner Days Fair & Exposition, running July 20-24, 2022, is a time for Central Albertans to come together and celebrate, not just at Westerner Park, but across the Red Deer community.

The traditional kick-off to Westerner Days is the parade in downtown Red Deer, but with only 35 days until July 20th, parade entries are needed immediately. We are encouraging local organizations to get engaged and reconnect through Westerner Days by participating in the parade, as we are at a point where the current low number of entries could result in the cancellation of the parade.

“One of the advantages of Westerner Days is the sense of community that comes with high engagement from Central Alberta businesses. It’s likely that a two year break, plus the impact of the pandemic on our local businesses, could be major contributing factors,” said Mike Olesen, CEO of Westerner Park. “We know that the Central Alberta community is known for banding together, and we are hopeful that creating additional awareness will help boost entries so that the 2022 parade can go forward. We also welcome businesses to get involved in offsite and onsite events at the Fair as well.”

Participate in Central Alberta’s Largest Summer Celebration through a wide range of activities, including:

**Parade:** from community organizations to classic cars, floats, decorated vehicles, and horse-drawn wagons, you are welcome to be part of the celebration in downtown Red Deer. Visit [Westerner Days Parade 2022](#) for more information and to complete your entry.

**Host an event:** bring Westerner Days to your business by hosting an offsite event, such as a Pancake Breakfast, BBQ, Chili Cook-off, or create a new event idea. Contact us at [AskUs@WesternerPark.ca](mailto:AskUs@WesternerPark.ca) or visit [Westerner Days | Fair & Exposition](#) to provide details so we can help promote your event.

**19th Street Market & Tradeshow:** home to local artisans, organizations, and businesses, contact us to become a vendor at [AskUs@WesternerPark.ca](mailto:AskUs@WesternerPark.ca) or visit [19th Street Market](#).

Organizations from across the city are invited to get in the western spirit. *Applications are now open!*



#### **About Westerner Days**

*Westerner Days Fair & Exposition is Central Alberta's largest summer celebration, with five days of live entertainment, midway rides, Pony Chuckwagon Races, good food, and great company! Each year, Westerner Days has a major impact on the economy of Red Deer and surrounding area, with the overall effect estimated to be in excess of \$7 million. Local businesses recognize this value, providing support and participating by sponsoring the many activities that make the event special and fun.*

#### **About Westerner Park**

*Westerner Park is Central Alberta's largest tradeshow, agricultural, sports, entertainment and convention facility. A not-for-profit organization and agricultural society, Westerner Park typically generates \$150 million annually in economic activity, hosting over 1,500 events and 1.5 million visitors each year.*

#### **For more information, please contact:**

**Tracy Kelly**  
Marketing & Communications Manager  
P 403.309.0207  
E [tkelly@westernerpark.ca](mailto:tkelly@westernerpark.ca)