



Westerner Park

# MEDIA RELEASE

JULY 26, 2010

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## Westerner Days Fair & Exposition Results

as of Monday July 26, 2010, 12:00 pm

### Daily Attendance

<b>Sunday July 25, 2010</b>	<b>12,873</b>
Same day attendance for 2009	14,242
<b>Saturday July 24, 2010</b>	<b>22,048</b>
Same day attendance for 2009	19,973
<b>Friday July 23, 2010</b>	<b>24,302</b>
Same day attendance for 2009	18,280
<b>Thursday July 22, 2010</b>	<b>18,056</b>
Same day attendance for 2009	22,373
<b>Wednesday July 21, 2010</b>	<b>15,410</b>
Same day attendance for 2009	13,193

### Cumulative Attendance

2010	92,689
2009	88,061

Exclusively this year, Westerner Days Fair & Exposition set three new records! On Wednesday, July 21, we achieved our highest attendance of 15,410 versus 13,193 set in 2009. On Friday, July 23, we had our highest attendance of 24,302 versus 22,234 set in 2007. In total, we reached an attendance of 92,689 which is the highest attendance rate that Westerner Days Fair & Exposition has experienced in its history compared to 90,757 set in 2008.

Also, worth mentioning is the Friday attendance of 24,302 was only 427 off the highest ever per-day attendance of 24,729 set on Saturday in 2008.

These new records can be linked to our premier new facilities, impressive entertainment line up, good weather in addition to our dedicated staff and volunteers.

The construction of our new Donald Administration Building outside the main gate has freed up additional performance space at the centre of our site. In doing so, we were able to reconfigure our site which allowed us to enhance some of our existing entertainment venues and add a new one.

This year, a brand new venue called Artistic Expressions was developed. Artistic Expressions brought a whole new focus to the many ways that artists and artisans celebrate our world. Visitors enjoyed the art exhibit and art gallery, featuring nationally acclaimed artists as well as live demonstrations of arts as diverse as wheel throwing, rock balancing, glass blowing and a human statue. As well, local up and coming entertainers were able to share their talents on the Artistic Expressions Entertainment Stage.

In 2009, we created the Sunny Family Fun Zone. This zone provided families an area where they could get together – parents, grandparents,



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and children – for fun, family-oriented entertainment and food. This year, we expanded the zone to include an entertainment stage and new rides; making it a total package.

The Molson Canadian Ranch is an adults-only venue, which was enhanced to become a real party zone. Traditional beer gardens with a new outdoor stage and great live entertainment created an authentic outdoor western experience for party-goers. By adding a new outdoor stage, we were able to triple the amount of live entertainment to our event than ever before.

In addition to our new venues was our notable entertainment line-up. On our main stage in the ENMAX Centrum performers included Trooper on Wednesday, July 21, two Kraze Birthday Bash dance parties on Thursday, July 22, one for teens and one for adults; Marianas Trench took to the stage on Friday, July 23, and Johnny Reid left the crowd wanting more on Saturday July 24.

The theme of this year's event was "face time." For five days in July, Westerner Park invited all of central Alberta to experience something real. We wanted people to spend 'face time' with their friends and family and take a break from communicating with people through social media mediums.

Take into account the hard work and support of our dedicated staff, volunteers, and sponsors, we can truly say that we are Your Destination for Celebration™.

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*Westerner Park is your 'destination for celebration'. Central Alberta's largest tradeshow, agricultural, sports, entertainment and convention facility generates \$150 million in economic activity annually. It hosts over 1,500 events and welcomes 1.5 million visitors each year.*

For more information contact:

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