



AGRICULTURE DRAWS RURAL AND URBAN VISITORS TO WESTERNER DAYS FAIR & EXPOSITION

Agriculture has changed at Westerner Days Fair & Exposition over the years. It has evolved to feature diverse entertainment, exhibits and activities.

In the initial years of the Red Deer fair, the livestock exhibits were small but included riding, heavy draft and agricultural horses, shorthorn cattle, grade cattle, oxen, Berkshire hogs, chickens, turkeys, ducks and geese.

In addition to sharing information and ideas on the best methods of cultivation and of caring for cattle, horses, sheep, swine and poultry, the early exhibitions helped build the region's economy by attracting settlers and agricultural businesses.

In those ways, not much has changed almost 120 years later. Westerner Days Fair & Exposition continues to drive the region's economy and agriculture remains a popular attraction. Research conducted by Enigma Research Corporation, based on 800 on-site face-to-face interviews with event participants, shows that "seeing

the petting farm and animals" is given as a reason for attending Westerner Days Fair & Exposition by over half of event participants. About one third of attendees mention "livestock shows or judging" as a reason for attending.

This year, agricultural features have expanded to include a simulated cow that can be 'milked,' a large milk display with live milking demonstration (by hand and machine), a 'memories' board featuring photographs of agricultural memories contributed by community members in addition to a diverse selection of animals in the Petting Zoo, including a mini horse, Suffolk horse, Percheron horse, ducks, geese, goats, kittens and pups.

Reconnect with your rural roots and learn about all the interesting aspects of farm life!

ALL NEW: ARTISTIC EXPRESSIONS VENUE AT WESTERNER DAYS FAIR & EXPOSITION

In an evolution that started last year, Westerner Days Fair & Exposition brings a whole new focus to the many ways that artists and artisans celebrate our world.

This exclusive venue will feature nationally acclaimed artists in the artist exhibit, as well as an art gallery where art enthusiasts can pick up an original piece of art for their collection.

The Artistic Expressions Entertainment Stage is another major highlight where performance artists will dazzle you with bluegrass, country-folk, live theatre, flamenco guitar and square dancing. Performers on the stage include Micah Turchet, Cort Delano, Dani-Lynn Trentham, Donna Durand, Randi Boulton and Ross Stafford, all of whom are up and coming Alberta performers.

Make sure to also catch the live demonstrations of arts as diverse as wheel throwing, rock balancing, glass blowing and a human statue.

Stimulate your senses and feel enlightened at the all new Artistic Expressions!

FEEDBACK

To help us to continue to improve our communications please take a few moments and send us your feedback:

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WESTERNER NEWS

GREENER GROUNDS – AND EASIER TO GET AROUND!

It will come as no surprise to those who attended Westerner Days Fair & Exposition last year, but the site's redesigned traffic flow and green areas are gathering rave reviews.

New entry – exit gates and 580 new parking stalls added in 2009 have made it effortless to get in and out of Westerner Park.

Hundreds of new trees are taking root on the grounds, creating an inviting environment. Plus, the construction of our new Donald Administration Building outside the main gate has freed up additional performance space at the centre of the Westerner Days Fair & Exposition venue.

Westerner Park encourages those who have not been to the event in the past year or two to rediscover what they have been missing.

You will be amazed by how the site has improved, and how the whole experience has been enhanced by new entertainment and venues.



SUNNY FAMILY FUN ZONE – BACK BY POPULAR DEMAND AT WESTERNER DAYS FAIR & EXPOSITION

The popular Sunny Family Fun Zone will be back at Westerner Days Fair & Exposition this year, with an added entertainment stage and rides for children and families.

In 2009, Westerner Park introduced the Family Fun Zone to rave reviews. Sponsored by Sunny 94 radio, the Family Fun Zone is a great environment for kids and parents to get together for entertainment, attractions and food. Now that live entertainment and new rides have been added to the zone, it's a total package.

On the Family Fun Zone Stage, catch the live daily shows by 'Living Dragons - Giant Lizards of the World', Doo Doo the Clown, Bobs and Lolo and performers from the Northern Star Talent Search.

And you can't forget the returning venues. The ENMAX Family BBQ Pit invites families to enjoy some great eats and the Dairyland Kid's Corral offers a variety of attractions, games and crafts - perfect for the young family.



WESTERNER DAYS FAIR & EXPOSITION ANNOUNCES AN ENHANCED CONCERT SERIES EXPERIENCE

How would you like three times as much live entertainment at Westerner Days Fair & Exposition? The 2010 event delivers just that.

Thanks to the new Molson Canadian Ranch venue with an outdoor stage, plus an impressive lineup of main stage performances in the ENMAX Centrium, you can enjoy everything from top 40 hits, country, rock to punk at Westerner Days Fair & Exposition.

The Molson Canadian Ranch brings together our traditional beer gardens with a new outdoor stage and great live entertainment for an authentic western outdoor experience. Internationally recognized entertainers appearing at the new Molson Canadian Ranch include:

- **The Higgins** - country roots with rock and Celtic influences
- **Hey Romeo** - one of Canada's busiest country trios
- **One More Girl** - the McKillip sisters with their high-charting 'Big Sky' album
- **Jessie Farrell** - CCMA nominated Female Vocalist of the Year in 2007

Plus, a number of exciting breakout local performers will bring their energy and musicianship to the outdoor stage. These include Denver Daines, Domino, Boom Chucka Boys, Cole Malone, Mike Gouchie, and Allen Christie.

Then, for four evenings you can head in to the main stage at the ENMAX Centrium for more awesome entertainment. Here's who's up on the main stage in 2010:

- "Raise a Little Hell" with "The Boys in the Bright White Sports Car" on Wednesday. Yes, it's Canada's rock legend **Trooper** on stage. Fresh from their performance at the 2010 Vancouver Winter Olympics, Trooper brings all their hits and their energy to Red Deer on July 21st.
- Kraze 101.3, Red Deer's #1 hit music channel, busts loose on Thursday, July 22nd with the **Kraze Birthday Bash**. Harmon B and DJ Kwake will be mixin' all of today's biggest hits!
- On Friday, July 23rd, **Marianas Trench** hits town with some punk attitude and pop-rock riffs. Fresh from an appearance on the Much Music Video Awards show, Marianas Trench will showcase tunes from their 'Masterpiece Theatre' and 'Fix Me' albums.
- OMG! It's **Johnny Reid!** Saturday night's featured event is Juno-nominated, platinum-hit-maker Johnny Reid. "Dance With Me" is his invitation – and his #1 charting single from 2009. This ticketed event is \$30 including all service fees but not including gate admission; tickets from Ticketmaster.

Celebrate what's real. Enjoy live music with your real live friends. There's nothing like sharing experiences in person.

WESTERNER DAYS FAIR & EXPOSITION ATTRACTIONS AND ENTERTAINMENT!

19th Street Market

Commercial Exhibits

AFSC Livestock Pavilion

Daily Livestock Shows

Artistic Expressions

Art Exhibits & Art Gallery

Art Demonstrations

Rock Balancing By Team Sandtastic
Glass Blowing
Wheel Throwing
Living Statue

Entertainment Stage

Cats & the Fiddles
Cort Delano
Blue Grass Orphans
Randi Boulton
Micah Turchet
Donna Durand
Dani - Lynn Trentham
Central Alberta Theatre Melodrama
Central Pairs & Squares
Murray E. Phillips
Ross Stafford
The Doll Sisters

Coca-Cola Livestock Pavilion

Daily Livestock Shows

Fas Gas Plus Northern Lights Fireworks Show

Wednesday night

Gasoline Alley Harley Davidson Stage

Terry Stokes
Trent Tinney

RCMP Dogs
Canadian Cancer Society's Head
Shave for a Cure

KFC Little Red Barn & Ag Awareness

- presented by Big 105.5

Petting Zoo & Commercial Exhibits

Main Stage

Trooper - presented by 106.7 The Drive
Kraze Birthday Bash - presented by Kraze 101.3
Marianas Trench - presented by Kraze 101.3
Johnny Reid*

*Ticketed event. Tickets on sale now at ticketmaster or charge by phone 403.340.4455.

Midway Boulevard

Bandaloni
Canada's Stuck on BAND-AID Brand
Perfect Fit Tour
Craz-E-Crew
Doo Doo the Clown
Live Shark Encounter - presented by 106.7 The Drive
Toyota Exhibit
YTV W.O.W!

Mike's Hard Casino & Lounge

Molson Canadian Ranch
Beer Gardens & Live Music
Jessie Farrell
One More Girl
Hey Romeo
The Higgins *With friends Cole Malone, Denver Daines, Boom Chucka Boys, Domino, Mike Gouchie, and Allen Christie.*

North American Midway

42 Thrill, Family & Kiddie Rides

Sunny Family Fun Zone

Dairyland Kid's Corral
ENMAX Family BBQ Pit
Family Fun Zone Stage
Bobs & Lolo
Doo Doo the Clown
'Living Dragons - Giant Lizards of the World'
Northern Star Talent Search Performers

Toyota Pony Chuckwagon Races

Daily races

PROMOTIONAL DAYS

McDonalds Kids Day - Thursday, July 22nd

- presented by Big 105.5

Kids 12 and under get into the gate for free until 6pm. Kiddie rides are also reduced by one coupon until 7pm.

ENMAX Family Day - Sunday, July 25th

A carload of up to six people get parking plus gate admission for \$20. Find the ENMAX event team on the grounds on ENMAX Family Day and you could be one of 500 lucky guests to receive free lunch in the ENMAX Family BBQ Pit.

FOR INFORMATION

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westernerdays.ca

Follow us on Social Networks!



'FACE TIME'

Central Alberta, it's time to get real. It's time to get out. You need some face time with your friends and family. Have some fun, some entertainment. Live. In person.

Trust us – your DVDs and computer screens and smart phones and Facebook friends will still be there when you get back. Take a break. A real break.

It's time for 'face time'. For five days in July, Westerner Park invites you to experience something real. Text your friends, call up your kids on their cell phones but however you connect, get together and get down to Westerner Park. You're sure to run into people you know – 90,000 people are expected to attend!

Westerner Days Fair & Exposition is just a great time to get out, to cut loose, to have fun.

cu @ the fair!

Westerner Days Fair & Exposition: A Healthy Economic Boost

This year, as in recent years, Westerner Days Fair & Exposition will generate over \$7 million in economic impact for Red Deer and area. Of that, approximately \$5 million is spent by visitors, exhibitors and contractors who come into the city for central Alberta's largest summer celebration.

A 2008 economic impact study found that event attendees will spend about \$660,000 on retail purchases, with another \$300,000 going to automotive expenses, \$255,000 for accommodations and over \$200,000 at restaurants. The research was conducted by Enigma Research Corporation

and was based on 800 on-site face-to-face interviews with Westerner Days Fair & Exposition participants.

Businesses throughout Red Deer are sure to notice an upswing in revenues during the week of Westerner Days Fair & Exposition as almost half of event attendees are from outside of Red Deer. In addition, Westerner Park itself and its contractors invest almost \$500,000 in the event and on-site services.

Generating over seven million dollars in five days, Westerner Days Fair & Exposition continues to be a major tourism and economic driver for central Alberta.