



Westerner Park

Media Release

Westerner Days Fair & Exposition Cancelled for 2021

June 28, 2021 | Red Deer, AB – Westerner Park was recently notified by their midway provider, North American Midway Entertainment (NAME) that they are unable to deliver on their contract and will not be providing Red Deer a midway this year. After losing the core of the Fair, NAME's choice has unfortunately led Westerner Park to cancel this year's event. After only receiving this news late last week, Westerner Park is planning to adapt as quickly as possible and move forward in their commitment to serve the community.

"We are heartbroken for our community. We feel for our staff and volunteers, the families who were looking forward to starting their summer with us, and the businesses and vendors that count on the boost in their revenue that the Fair provides," says Mike Olesen, Chief Executive Officer. "After promising our community a modified fair, and now having to cancel, we know this will be devastating to our guests and our central Alberta economy."

Westerner Park is non-profit agricultural society, and Westerner Days is one of their largest annual events. At a time when Westerner Park's financial state hinged on a successful Fair and the return of in person events, this will be a difficult blow. In a normal year, Westerner Days is Central Alberta's largest summer celebration and has a major impact on the economy of Red Deer and the surrounding area. The overall impact is estimated in excess of \$7 million dollars. Of that total, approximately \$5 million is spent by visitors, exhibitors, and contractors in Red Deer and area.

Westerner Park will hold steadfast and continue to work with their event organizers and local businesses to plan their gatherings, events and celebrations.

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About Westerner Days Fair & Exposition

Each year Westerner Days Fair & Exposition has a more impact on the economy of Red Deer and the surrounding area, with the overall effect conservatively estimated to be in excess of \$7 million dollars. Of that total, approximately \$5 million is spent by visitors, exhibitors and contractors in Red Deer and area. These expenditures are typically made on accommodations, food services, retail, entertainment and more. Local businesses recognize that Westerner Days is a major economic driver in our economy and for that reason support the event and participate 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 that generates \$150 million annually in economic activity hosting over 1,500 events and 1.5 million visitors each year.

Westerner Park enables and service other organizations to gather and celebrate their own purpose and cause. Part of what they do is to help fundraise, promote and invest in initiatives that support Westerner Park's mission. This encourages the enhanced quality of life for Central Alberta and supports improvement to the agriculture industry.

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