



## Canadian Country Expo

May 9<sup>th</sup> 2024

### For Immediate Release

Canadian Country Expo 2024: Celebrating Western Lifestyle and Heritage

Edmonton, Alberta – The Canadian Country Expo (CCE) is taking place at the Edmonton EXPO Centre from Oct. 2 - 6, 2024, in conjunction with the prestigious Canadian Finals Rodeo. This year's Expo, which celebrates the return of the Canadian Finals Rodeo to Edmonton, promises to be an exceptional showcase of Western lifestyle and heritage.

### What to Expect at CCE 2024

The Canadian Country Expo will offer a dynamic blend of activities and displays that cater to all ages and interests. This year's Expo will feature:

- **Western Event Showcase:** experience the thrill of live rodeo competitions, including equine and ranch-based events, in two full-sized competition arenas.
- **Western Trade Show:** our carefully curated vendors will be showcasing the latest in Western fashion for yourself and your home. Shop for the best in equine technology and state-of-the-art agricultural equipment.
- **Western Art Show and Sale:** delight in an array of artworks from award-winning artists that feature paintings, sculptures, and mixed media inspired by the Western spirit.
- **Kids Zone:** a family-friendly area with pony rides, a petting zoo, and educational activities such as dummy roping, ensuring fun for the youngest of our visitors.
- **Museum Exhibit:** visit the 1974 Exhibit for a historical journey through the legacy of Canada's rodeo heritage, presented by the Canadian Pro Rodeo Hall of Fame.
- **Stage Shows:** attend engaging talk shows with CFR contestants, industry professionals, and rising stars in Country Music.

Join Us!

“We are excited to bring rich Western culture and entertainment to the Edmonton EXPO Centre. The Canadian Country Expo offers something for everyone, from hardcore rodeo fans to families looking for a fun day out,” said Gillian Grant, an organizer of the Canadian Country Expo. “With over 8,000 attendees expected daily, we are thrilled to offer a platform where the spirit of the West is celebrated in such a grand and inclusive way.”

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The Canadian Country Expo will offer free admission for attendees and will also offer access to a free shuttle service to and from the rodeo for those wishing to park at the Edmonton EXPO Centre. The shuttle will be available two hours prior to the rodeo and will drop guests off in the ICE District downtown, and will also be offered after the rodeo.

### **About Canadian Country Expo**

The Canadian Country Expo is the premier destination for Western Lifestyle enthusiasts, offering a captivating blend of traditional and modern Western activities. Held annually in conjunction with the Canadian Finals Rodeo, the Expo draws a large and diverse audience to celebrate and appreciate the enduring appeal of the Western way of life.

### **Contact:**

For media inquiries, vendor and sponsorship information, please contact us at [info@countryexpo.ca](mailto:info@countryexpo.ca)

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