



*(Embargoed until Thursday, August 23, 2007 @ 10 AM)*

## **IPSCO PLACE AWARDED FIVE YEAR CONTRACT FOR ROYAL RED CANADIAN NATIONAL CHAMPIONSHIP HORSE SHOW**

**Regina, Saskatchewan** --- Organizers of the 50<sup>th</sup> Annual Royal Red Horse Show are pleased to announce that IPSCO Place, current site of the Royal Red for the past 20 years, has been awarded a new five year contract. With the current contract ending in 2008, this will ensure that IPSCO Place will be “home” to the Royal Red until 2013.

“This announcement is good news for everyone at IPSCO Place,” says IPSCO Place President & CEO Mark Allan. “We’ve worked very hard to make sure that the Royal Red stayed in Regina and, more importantly, returned to IPSCO Place. It’s become one of our signature events and the success of the show, not only this year but in years to come, will play a key role in helping IPSCO Place move forward with our plans to renew and revitalize the park’s facilities.”

“Regina has a long and proud history of hosting some of the best events in the country and across North America and the Royal Red is no exception,” says Steve McLellan, Executive Director of Tourism Regina. “Our hospitality, commitment to service and volunteer corps are the envy of the rest of Canada. The community really comes together for events like the Royal Red to make sure that everyone enjoys their time here. The business community’s support of events like this is just as important.”

“The Royal Red Host Committee and people of Regina have always been so supportive of our show,” says Show Commissioner Gerald McDonald. “I’m pleased we were able to work out a contract that allows the show to expand and grow and continue to offer our exhibitors a high quality experience.”

Continued on page 2



As part of the new five-year contract, Allan notes that concerns expressed by the Arabian Horse Association (AHA) – the breed association representing the Royal Red – were not only heard but also addressed. As part of the event site’s redevelopment plans, facilities and equipment used for the Royal Red and other major shows will be upgraded while keeping costs in line for the show’s exhibitors.

The Royal Red is the Canadian National Arabian and Half-Arabian Championship Horse Show. It’s an annual event produced by the Arabian Horse Association, a 40-plus thousand member association based in Aurora, Colorado. More than 25,000 spectators will come to watch 2,250 entrants compete in over 150 different classes. Approximately 1,000 horses from Canada and the United States will be present. The Royal Red’s economic impact to Regina is \$5.5 million annually.

IPSCO Place encompasses 102 acres, including more than one million square feet of indoor space, between Lewvan Drive and Elphinstone Street in the heart of Regina. IPSCO Place is an economic engine with a \$120 million annual impact in the Regina community and touches a broad range of people with over 70% of those within an 80 km radius visiting at least once per year. Over 1.5 million people pass through the gates of IPSCO Place each year.

-30-

**For more information, please contact:**

Debra Clarke  
Communications Coordinator  
IPSCO Place  
(Direct) 781-9225  
(Cell) 540-9460  
[dclarke@ipscoplacE.com](mailto:dclarke@ipscoplacE.com)