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FOR IMMEDIATE RELEASE

## New President and CEO for Regina Exhibition Association Limited

The Regina Exhibition Association Limited (REAL – operator of Evraz Place) Board of Directors is pleased to announce that following a comprehensive search process, Tim Reid has been selected as the new President and CEO effective March 5, 2018. Reid comes to the organization from his current role as President and CEO of Northlands—Edmonton’s largest entertainment and events supplier that serves millions of annual visitors.

“We are very pleased to have Tim join the organization, given his extensive experience in leading and transforming entertainment and recreation facilities,” said Sandra Masters, REAL Board Chair. “He is a proven leader with the ability to bring people together to carry out his vision of delivering excellent event experiences. We look forward to welcoming him to Regina and to the organization.”

Northlands and REAL have many similarities that made Reid the top choice for the President and CEO role. Both are not-for-profit organizations that have been the heart of the community for more than 130 years with roots in agricultural events. The two organizations’ missions are also similarly focused on enriching the lives of the people in the community through quality sport, entertainment and business event experiences at one-stop entertainment destinations. In addition, both organizations have undergone major changes and the need to redefine a sustainable future, given market changes, aging infrastructure and a need to continue bringing a positive economic impact to their communities.

Prior to joining Northlands, Reid was CEO of the Regional Recreation Corporation of Wood Buffalo, where he oversaw the operation of MacDonald Island Park – Canada’s largest community recreation, leisure and social centre – and led the commissioning and opening of the \$181-million Suncor Community Leisure Centre. He was named one of Alberta’s Top 50 Most Influential individuals by Alberta Venture Magazine in 2013 and one of Your McMurray Magazine’s Top 20 Influencers of 2013 in the Wood Buffalo Region.

Mark Allan, current REAL President and CEO, announced his retirement in July 2017, effective March 2018. Throughout Allan’s 15-year tenure as the not-for-profit corporation’s leader, the 100-acre Evraz Place property has undergone a major transformation with the removal of aged buildings that were replaced by six interconnected facilities including Queensbury Convention Centre, The Co-operators Centre six-rink sports complex, the EventPlex indoor soccer facility, and the 150,000 sq. ft. International Trade Centre that opened in 2017.

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### About Evraz Place

Situated in the heart of Regina, Evraz Place is the largest interconnected event complex of its kind in Canada and is the centre of sport, business and entertainment for the community. The Regina Exhibition Association Limited is the not-for-profit corporation that operates the 100-acre Evraz Place property. The property hosts the majority of Regina’s major events, including Canada’s Farm Progress Show, Queen City Ex and Canadian Western Agribition. Evraz Place is home to the Saskatchewan Roughriders, Regina Pats, Regina Soccer Association, many minor and recreational sports, and numerous concerts, trade shows and conventions. Visit [www.evrazplace.com](http://www.evrazplace.com).

For more information, please contact:

### Paula Kohl

Acting Executive Director, Marketing, & Sales  
The Regina Exhibition Association Limited  
Phone: 306-519-9715  
Email: [pkohl@evrazplace.com](mailto:pkohl@evrazplace.com)