



NORTHLANDS

**Media Release
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Northlands Farm & Ranch Show *Evolutionary Ideas, Revolutionary Solutions*

EDMONTON, AB – This year's Northlands Farm & Ranch Show, April 8-10, has an exciting line-up of familiar favourites and new programming, exhibits and displays.

Taking place in the recently completed Edmonton EXPO Centre, this year's Farm & Ranch Show will almost take over the entire building. The EXPO Centre, which officially opened in December 2009, is 522,000 sq feet of contiguous space - making it the largest tradeshow venue in Western Canada. With construction complete, the EXPO Centre now boasts an additional four Halls E, F, G & H, as well as ballroom and conference space. In addition, the parking lots have been reconfigured to provide convenient access to the building and the gallery space outside the new halls features a bright new seating area with expanded concessions.

While the building may be new, this year's Farm & Ranch Show has some familiar favourites such as the Envirotech Showcase, Women in Agriculture and Alberta Grows as well as new features such as expanded equine programming, a Seeding Technology Clinic and Farm/Ranch Management workshops.

For 44 years, the Northlands Farm & Ranch Show has been serving the western Canadian agricultural community. Dave Fiddler, Show Manager notes, "Northlands is pleased to offer a broad cross-section industry events, displays and seminars. With over 400 exhibitors, new programs and clinics, there's something for everyone."

The equine programming includes Tina Kaven, World Champion Western Pleasure and Western Riding with a horsemanship Clinic that will run all three days of the event. An opportunity not to be missed – Northlands is pleased to be hosting someone of this calibre in Alberta.

Other activities include round pen demonstrations with Stephanie Clarke and Backcountry Packing and Adventure Tourism with Wild Deuce Outfitters and Packers.

In addition to the equine programming, there are a number of activities for the beef sector with seven different manufacturers offering live demonstrations of the cattle handling equipment. There is also a Ranching for Profit Workshop and several business management presentations, relating to livestock operations.

Returning once again is the Northlands Performance Horse Sale which features performance horses geared to ranch work, rodeo arena, and other arena events.

Also new this year, Northlands presents 4-H day on Saturday, April 10. Members will receive complimentary admission to the show by showing their membership card at the door and will have the opportunity to take part in a great selection of beef and equine activities. Fiddler notes, "Northlands is committed to mentoring youth in the agriculture industry and is excited to present these informative and dynamic sessions for 4-H members as part of the Farm & Ranch Show."

Admission to the Farm & Ranch Show is just \$5 and children under 12 are free. Download either a \$2 off admission coupon or the Farm & Ranch Show Value Pack at farmandranchshow.com. The value pack includes the cost of parking and two admissions for just \$16 - a six dollar savings. Or pick up coupons at participating AMA, UFA and Federated Co-op locations. Redeem the value pack coupon at Northlands parking gates (coupon is good for one vehicle only).

After a day at the Farm & Ranch Show be sure to catch Canada's up-and-coming rodeo stars at the Canadian National College Finals Rodeo (CNCFR). Advance CNCFR tickets are \$10.50 and \$12.50 plus service charges and includes Farm & Ranch Show admission. Ticket prices at the door will be \$16.50 for both the Lower and Upper Bowl. After the show and before the rodeo, Canadian country music stars, *Hey Romeo* will also be performing twice daily in the Edmonton EXPO Centre Gallery.

The Northlands Farm & Ranch Show runs from 10am – 6pm daily, April 8-10.

For more information about the 2010 Northlands Farm & Ranch Show or CNCFR, visit farmandranchshow.com or call 1-877.471.7472.

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Northlands rocks Edmonton with 2,500 events each year that attract over 4 million visitors to Alberta's Capital City. Think, Canadian Finals Rodeo, Farmfair International, Capital EX, Edmonton Indy, the best of horse racing, headliner concerts, international events and all the trade shows you can handle. Visit northlands.com to find out more.