



# NEWS RELEASE

FOR RELEASE:  
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## **FROST REGINA PRESENTED BY FEDERATED CO-OPERATIVES LIMITED IS READY TO BRING WINTER TO LIFE FOR YEAR TWO**

(Regina, SK) – Frost Regina Presented by Federated Cooperatives Limited (FCL) will take place February 3-12, 2023, for a second year following its great success in 2021. Noted as ‘One of the Best Winter Festivals in Canada’ by the Globe and Mail, Frost Regina is an inclusive and welcoming winter festival that provides opportunities for visitors and residents to celebrate our Winter City. It is a combination of indoor and outdoor activities, free and paid, with something for everyone!

This year, The Regina Winter Festival Committee (RWFC) is thrilled to announce three local collaborations that will make this year’s festival even ‘cooler’! Frost Regina Presented by FCL has teamed up with Rebellion Brewing, YQR Distillery, and 22fresh to elevate consumers’ experience and help cover the city in frost.

- **Frost Beer:** Crafted by Rebellion Brewery in the Warehouse District, Frost Beer is a refreshing red ale featuring flavours of citrusy grapefruit, caramel and toast. This limited-edition beer is available for purchase at the Frost @Warehouse and Frost @REAL locations, as well as the Rebellion tap room and select liquor stores. The Frost Beer is available while supplies last.
- **Frost Vodka:** YQR Distillery in Saskatchewan is pleased to partner with Frost Regina and the launch of Frost Vodka. The awarding winning distillery knows a thing or two about Vodka, in 2018 their French Laundry Vodka won gold at the International Spirits competition. The Frost Vodka will be featured in Frost @REAL’s signature drink - *The Frosticle*. It will be available during the 10-day festival at the Ice Dome Bar and Glow Gardens Bar on the REAL District. Frost Vodka will also be available at various locations throughout Regina while supplies last.
- **22Fresh:** Local clothing company, 22Fresh, has designed a unique limited-addition Frost Sweatshirt to keep everyone warm and stylish at the winter festival. Every purchase of the Frost Regina x 22Fresh Sweatshirt receives a FREE Gate Admission to Frost @REAL. The sweatshirt is available in all sizes for \$84.99 and can be purchased at 22fresh’s webstore, [www.22fresh.com](http://www.22fresh.com), or at their brick-and-mortar location in Regina’s Warehouse District.



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Frost Regina Presented by FCL is a true city-wide event that unites the community to celebrate the cold winter climate. Frost @Downtown, Frost @REAL, Frost @Warehouse, and Frost @Wascana will transform the city into a winter wonderland with beautiful light installations, spectacular art displays, and rich cultural events. A few highlights are as follows:

- **Frost @REAL:** GLOW Presented by SaskTel, Frost on Ice with Elvis Stojko, Marketplace with 50 vendors, and Confederation Park which houses Ice Slides, Snow Maze, Ice Sculptures, Dome Bar, SGI Chalet at the Harvard Studio 620 Lounge, and more. Access to all events is included in your FROST pass.
- **Frost @ Warehouse:** Ice Bar at Rebellion Brewery, The Yards activated with art by Nuit Blanche, Taylor Swift Dance Party, Frost Ball Hockey Challenge Partnered with Ballers rec Room in support of the Regina Food Bank, and entertainment by Mid-Winter Ceilidh, Jack Semple, Tim Romanson and Cattle Drive, Trigger Bang, and The Regina Riot.
- **Frost @ Wascana:** Public skating on Wascana Lake, dog sledding, horse and carriage rides, winter outdoor dodgeball, and the Family Fun Zone with activities from the Wascana Ecology team, Government House, the Saskatchewan Science Centre, Royal Saskatchewan Museum, and more.
- **Frost @ Downtown:** Pancake breakfast, public skating on the Rink @ City Square, Crokicurl, Winter Film Shorts Festival with RIFFA, Igloo Competition, Polar Plunge in support of the Saskatchewan Special Olympics, Indigenous Story Telling, Frost Art Walk, Frost After Dark, and more.

This year, the festival will expand to include the RCMP Heritage Centre who will host the Opening Ceremonies.

“Last year, the Regina Winter Festival Committee put on a spectacular winter festival because of the support and commitment from our community partners” said Tim Reid, CEO of Real Exhibition Association Limited (REAL) and Tourism Regina, and Co-Chair of the Regina Winter Festival Committee. “Regina is recognized across the nation as a host city due to our genuine prairie hospitality; it is extremely important to engage with partners who share and exude these values, like our title sponsor Federated Cooperatives Limited. Partnership is a core value of the festival and we’re thrilled to welcome the RCMP Heritage Centre to Frost Regina Presented by FCL to help create moments and memories that will last a lifetime”.

Opening Ceremonies will be held on February 3 from 5:00 - 7:00 p.m. at the RCMP Heritage Centre. There will be flapjacks with maple syrup served by Mounties, bright lights from police cars, maple syrup popsicles, and tours throughout the Centre's exhibits. This event is free, and everyone is welcome to join in the fun as we officially kick off the winter festival.

To close out the festival, Frost @Real is hosting a spectacular Firework Show Presented by Federated Cooperatives Limited on February 11 at 10:00 p.m. Alongside the fireworks,



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attendees will be given LED wristbands that will glow and flash to the music played throughout the park. Admission to the Frost @REAL and the Firework Show will be free starting at 9:00 p.m.

For more information about the winter festival and the programming at each Frost Hub location, please visit our new website at [frostregina.com](http://frostregina.com).

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Co-chair, Tim Reid will be available to media for questions on Tuesday, February 24· 10:00am at the REAL district.

About the Regina Winter Festival Committee (RWFC): The RWFC is the steering committee for Frost Regina and is co-chaired by Lori Bresciani, City Councilor and Tim Reid, President and CEO of Regina Exhibition Association Limited. Comprised of 25 community leaders, their goal is to support a collaborative, informed, and coordinated approach to the launch of a Winter Festival within Regina. Their purpose is to create a signature local Winter celebration that will enhance the visitor economy while providing inclusive and welcoming opportunities for residents to celebrate our Winter City.

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