



Operated by the Regina Exhibition Association Limited



Media Release

For immediate release

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Regina Exhibition Association Limited introduces AffinityPlex

Regina, Saskatchewan – The Regina Exhibition Association and Affinity Credit Union are pleased to announce that effective September 1, 2018, the EventPlex at Evraz Place will be re-named the AffinityPlex.

The Regina Exhibition Association Limited (REAL) and Affinity Credit Union have signed a partnership that will provide long-term sustainability, economic impact and community benefit to Evraz Place through a multi-year exclusive naming rights sponsorship. This partnership will enable Evraz Place to implement a number of improvements to the facility which will lower the cost of operating, create efficiencies and improve environmental sustainability. Products will be sourced with an emphasis to support Saskatchewan vendors.

REAL President and CEO Tim Reid is proud of the positive impact the naming rights sponsorship will bring to residents and visitors.

“Affinity Credit Union is much more than a naming rights sponsor,” said Reid. “Together, we believe in building strong, vibrant communities, and this partnership enhances our ability to contribute to the community’s collective well-being. We’re incredibly proud to partner with an organization that conducts themselves with the same community-orientated values that we uphold at REAL,” said Reid.

Affinity’s decision to support the EventPlex was made because of the facility’s importance to Regina residents and community organizations.

“Our focus at Affinity, is on supporting our members’ financial health and building a better world for everyone, every day. As a result, we strive to create positive change by building, developing and improving the communities we serve. Because of the important role the EventPlex plays in the lives of Regina residents, supporting it in improving its environmental footprint and enabling the longer-term use of the facility was a really great fit for us,” said Myrna Hewitt, EVP, Member Experience, Affinity Credit Union.

The AffinityPlex is Regina's premier multi-purpose sport facility that's home to more than 300 events and 1.3 million annual local, regional, national and international visitors. From October to April each year, the facility is a hub of activity for the Regina Soccer Association with thousands of players and families enjoying one of the best indoor soccer facilities in Canada.

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About Evraz Place

Evraz Place – operated by the Regina Exhibition Association Limited (REAL) – has a long history of bringing the community together to experience all types of sport, recreation, entertainment and business events. As a not-for-profit community service organization, REAL’s core purpose is to contribute to our region’s collective quality of life. The organization achieves this purpose by providing tourism economic impact, entertainment value, local employment, non-profit group volunteer opportunities, student awards and educational programming, and recreational facilities that support healthier lifestyles. The Evraz Place 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.

About Affinity Credit Union

Affinity Credit Union is a local co-operative financial institution and the 8th largest credit union in Canada. With \$6.7 billion in managed assets Affinity has the largest credit union branch network in Saskatchewan with 56 locations in 47 communities. It offers access to a complete range of accounts and services and is a leader in delivering digital banking solutions to its members.

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