

## News Release

For immediate release

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### Evraz Place Name Changed to the REAL District

**Regina, SK** – The Regina Exhibition Association Limited (REAL) is pleased to announce the property will now be known as the REAL District. The new name, and logo (below) were developed after months of consultation with stakeholders, staff, and the public. It replaces the name Evraz Place.

“We have valued our partnership with first Ipsco, and now Evraz, for the last 15 years,” said Tim Reid, President, and CEO of REAL. “They stepped up at a time when our company needed a partner. This change is the culmination of extensive stakeholder engagement, months of work, and an agreement that had come to an end.”

The name change was going to be announced later this month, but due to the war in Ukraine, REAL felt it was important to accelerate the announcement timeline.

Regina Exhibition Association Limited will continue to be the name for the organization that operates the REAL District on behalf of the City of Regina. 137 years ago, REAL began as the Regina Agricultural and Industrial Exhibition Association. REAL District signifies the geographic location of the property.

For example, “Come to Canada’s Farm Show presented by Viterra, taking place June 21-23 at the REAL District.”

REAL looked at best practices from places like the Edmonton Ice District, Kansas City Light and Power, and Columbus Districts. The REAL District name received overwhelming support from REAL stakeholders. It is also in line with the organization’s long-term site planning.

The REAL District was previously known as Evraz Place. Evraz North America’s Regina facility had the naming rights for 15 years when they were first known as Ipsco, which was a locally owned company. The agreement expired in May 2021 and was not renewed.

“We took a lot of time to weigh the value of naming rights versus our brand identity. We learned that less than half of the people we spoke to knew REAL operated the property or put on things like the QCX,” said Tim Reid. “We value the corporate partnerships we currently have, and REAL District speaks to our role of developing our property and in bringing people together to create great memories and experiences.”

The logo represents the District as vibrant, modern, evolving, and the heart of Regina. The dynamic polygons evoke memories of fireworks and ferris wheels, iconic images the District is known for.

Rolling out the REAL District brand will happen in the coming weeks and months. Immediately, the corporate website is now [www.realdistrict.ca](http://www.realdistrict.ca). The Facebook, Twitter, and Instagram handles are now @REALDistrict.

The District’s property signage, letterhead, vehicle identification, etc., will be converted over time.

New Logo for the REAL District



#### About the Logo

This logo represents what the REAL District is all about. It is meant to convey the vibrancy of what happens here, and the fact that friends and families gather here to make memories that last a lifetime. It incorporates the colours of our four pillars: entertainment, sport and recreation, agriculture, and business. The coloured shapes in the upper right-hand side of the logo speak to iconic symbols of a ferris wheel and the excitement and wonder created by fireworks that our property is known for. The shapes all point to the centre of the logo which is symbolic of our place as the heartbeat of the city.