

News Release

For immediate release

Thursday, August, 10 2023

Queen City Ex 2023 Turned Up the Fun

Regina, Saskatchewan - The 2023 Queen City Ex presented by SaskTel has drawn to a close with a fun filled week of concerts, rides, and mini-donuts. While overall attendance was down by 7% over 2022, we welcomed 259,530 QCX'ers to the district. Lower attendance is historically consistent when fair dates align with a long weekend.

"The 2023 Ex was an incredible week," said Tim Reid, President, and CEO of REAL. "Thank you to everyone, young and old, that chose to celebrate fun at our fair. Our goal was to improve the fair experience and thanks to our dedicated team, it was a cleaner and safer fair. It was amazing to see so many smiling faces and memories being made."

Security incidents were down significantly over 2022 and 2021 due to our partnership with the Regina Police Services (RPS) and enhanced gate screening.

Thanks to our many long-time partners such as North Central Community Association and the Regina Optimist Dolphins Swimming, we improved our cleanliness on the grounds. These community groups continue to support our REAL team.

We saw over 8000 guests at Confederation Park for the unforgettable Flo Rida concert presented by Brunswick Steel and Harvard Play 92 on the Original 16 stage. We sold out many of our premium experiences, most notably, Flo Rida, and Boyz II Men presented by Prairie Mobile and Z99.

Our fan favourite, the QCX Eating Contest presented by Harvard Media, saw world record holder, Joey Chestnut crush 304 mini-donuts and set a new record in 8 minutes while competitors raised over \$72,203 for the Food Bank. This translates to over 200,000 meals for those in need and is a 14 % increase over last year. The stands were filled with fans, and we can't wait to welcome Joey back in 2024.

"Our partnership with REAL and QCX is very important to our organization," said John Bailey, CEO of Regina Food bank, "it raises awareness for our need and this year's competitors were fabulous in assisting us in raising these much-needed funds."

The Pile O' Bones rodeo saw a purse of \$102,272. The talent at this year's rodeo was unsurpassed with over 67 competitors, making this is one of the largest Rodeo's on the C5 circuit. Saturday nights' Rodeo concluded with Country night in the park and the James Barker Band presented by Sherwood Co-op and Pure Country.

This year's QCX Best in Food Competition was awarded to Pink Lemonade Ice Cream and our own REAL flavours' Prairie Stack was in the top 4. This year saw the release of 2 new QC mustards. Watch for details on how to purchase these after the fair.

Fair staples returned with Regina Symphony Orchestra & Fireworks presented by SaskMilk and Jack FM opening the fair, prior to the fair we sent over 48,000 tickets to schools in Regina and area, and over 3,000 discounted gates passes were released in the weeks leading up to the Fair. The annual free Sunday pancake breakfast presented by SaskMilk saw close to 5000 attend. Our Kidway Morning and Newcomers programs saw their highest attendance ever.

"We are very proud of these programs, says Tim Reid, President, and CEO of REAL, "and they are an integral part of making the fair accessible. Our sponsors such as NAME, SaskMilk and SaskTel support our efforts to ensure we can continue with free admissions and accessible programs."

Indoor programs were a huge hit with a record number of vendors at our Marketplace and world-renowned performer, Terrence Littleton performed in Mostos, Indigenous Village throughout the fair.

Saskatchewan's fair continues to be the highlight of Regina's summer and we cannot wait to welcome you to the 2024 Queen City Ex presented by SaskTel July 31 to August 4, 2024.

-30-

About REAL

Owned by the City of Regina and situated in the heart of Regina, Regina Exhibition Association Limited (REAL) is the largest interconnected event complex in Canada. It is the home of the REAL District and is the centre of sport and rec, business, entertainment, and agriculture for the community. REAL is a not-for-profit corporation that operates the 100-acre property. The REAL District hosts most of Regina's major events, including Canada's Farm Show presented by Viterra, Queen City Ex presented by SaskTel, and Canadian Western Agribition. It is also home to the Saskatchewan Roughriders, Regina Pats, Regina Soccer Association, many minor and recreational sports, concerts, trade shows, and conventions. Visit realdistrict.ca

For more information, please contact:

Deb Rush

Director, Marketing and Communications

Regina Exhibition Association Limited

communications@real1884.ca