



News Release

For immediate release

Wednesday, August 6, 2025

Queen City Ex Presented by SaskTel: A Celebration of Shared Experience, Belonging and Community Spirit

Regina, Sask. – The 2025 Queen City Ex presented by SaskTel (QCX) once again proved that the fair is far more than rides and treats—it is where the people of Regina and around the world come together to connect, celebrate, and build lasting memories.

Attendance for the 2025 Queen City Ex was 74,655 scanned fairgoers. “Scanned attendance offers a reliable and verifiable measure of how many people actually attended the event—unlike broader promotional estimates,” says **Rick Bennett, President and CEO of the Regina Exhibition Association Limited (REAL)**. “This is a decrease from the 2024 scanned attendance of 102,182. Contributing factors to this year’s attendance included the Saskatchewan Roughriders playing an away game, the timing of the Saskatchewan Day holiday, the pause of several community activations like Kidway Morning, Newcomers Day, the 5k Midway Run, the pancake breakfast with free admission, and a delayed start to ticket sales.”

Throughout the week, families, neighbours, and friends came together over mini donuts, corn dogs, and live music. From first-time fairgoers to lifelong attendees, the stories shared on the midway and at the grandstand stage created a collective experience unique to Regina.

“After attending my first QCX, I witnessed just how deep this event runs in the hearts of people here,” says Bennett. “It’s not just entertainment—it’s a tradition. Generations gather here to reconnect, to share joy, and to create moments that will be remembered for years. You could feel the community spirit in every corner of the grounds.”

This year also marked the debut of **West Coast Amusements (WCA)** as the midway partner, bringing 40 rides—including new attractions KHAOS, Freak Out, and Zero Gravity. But it wasn’t just about the thrills. “Their team brought kindness, excitement, and a genuine desire to make every guest feel welcome,” said **QCX Event Manager Cat Betker**. “That’s the kind of partner that builds trust in an event like this.”

Robbie Hauser, president of West Coast Amusements was pleased with the week. “Thank you to the Queen City Ex for a truly incredible welcoming to our company,” says Hauser. “A big thank you to the Queen City Ex organizers, sponsors, volunteers, and especially the midway fans! We look forward to the future and all the exciting things we have in store. See you in 2026!”

QCX’s commitment to public safety was again supported by the **Regina Police Service (RPS)**. RPS dealt with a small number of incidents ranging from concealed weapon possession, intoxication, and a handful of altercations. “The relatively small number of incidents is a testament to police presence as a deterrent, excellent work by REAL Security, and the positive choices made by those attending the fair,” said the RPS in a released statement. Walk through metal detectors were once again implemented along with enhanced screening and proactive planning resulting in a safe Queen City Ex.

“Families deserve to feel safe while they have fun,” said Bennett. “We’re grateful to the Regina Police Service and our community partners who helped make this a secure and welcoming environment.”

The commitment to accessibility was visible throughout the fairgrounds. “We responded to feedback by lowering prices,” says Betker. “We introduced free admission windows for kids and offered a lower priced friends and family package.”

The fair was filled with moments that brought people together:

- Live music on the **Original 16 Grandstand Stage**, where Canadian artists like Kim Mitchell, The Glorious Sons, Sam Roberts Band, Bif Naked, Blue Rodeo, and The Reklaws filled the air with homegrown pride.
- New culinary creations, like the Mac & Cheese Cone, Dubai Chocolate Strawberries and Dill Pickle Mini Donuts, turned food into conversation starters.
- Community group involvement, with partners such as the North Central Community Association and Regina Optimist Dolphins Swimming Club helping behind the scenes to ensure smooth, safe operations.

REAL also prioritized community access by providing free admission ages 12 and under between noon and 2 p.m. and distributing more than 2,000 complimentary passes to local community groups and organizations.

New this year was the Thrill Zone, presented by Regina Plumbing & Heating, which drew large crowds to watch high-adrenaline performances from **Kings Park Speedway and Sask Drift. The SaskTel Extreme Zone** took over the Brandt Centre with BMX stunts and Saskatchewan’s Strongest Man competition with James Jeffers taking the crown as Saskatchewan’s Strongest Man.

Inside the halls, history and heritage took centre stage. **Memory Lane**, curated by long-time volunteer Rollie Bourassa and presented by Sleek Signs, honoured 141 years of QCX legacy—connecting past and present in one experience.

Cultural and family programming was celebrated with performances on the **SaskMilk Family Stage**, including Indigenous act Terrance Littlelent & the Kawacatoose Boyz.

Some legacy features were paused this year as the team worked through new partnerships and transitions, but organizers emphasized the importance of listening and adapting to feedback as planning begins for 2026.

“This fair belongs to Regina,” said Betker. “It’s a trusted space where people gather, where stories are shared, and where our community’s identity is celebrated. We are already looking forward to building on that trust and welcoming everyone back next summer.”

Bringing the Queen City Ex to life each year is no small feat — it takes thousands of combined hours from dedicated volunteers and hardworking operational staff.

“Volunteers have been the heartbeat of the Ex since 1884, and that hasn’t changed,” said Betker. “Our Core ’84 team, and all of our volunteers commit a tremendous amount of time and energy to creating an unforgettable experience.”

Behind the scenes, the transformation of the site is a massive undertaking. “It is a multi-day effort to convert the grounds from a parking lot into the QCX, and our operations team works around the clock to make it happen. None of it would be possible without their commitment and long hours,” she added.

The 2026 Queen City Ex presented by SaskTel will run July 29 to August 2, 2026.

Queen City Ex Event Manager, Cat Betker, will be available for media between 2 p.m. & 4 p.m. today. To arrange an interview, please reach out to communications@real1884.ca

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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 recreation, 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

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