

NEWS RELEASE

For immediate release
Thursday, June 16, 2011
7:00 PM EDT

Western Fair unveils new name and new future

London, Ontario ... The Western Fair District was unveiled at a special celebration this evening for members and community stakeholders of the Western Fair Association (WFA). The rebranding was introduced within the context of the new strategic directions that will be implemented over the coming months and years.

“This new direction for the Western Fair is grounded in its venerable past while responding to the need to change, improve and grow,” said Al Marr, Chair of the Board of Governors, Western Fair District. “The Western Fair began in the 19th Century as an agricultural association and will meet the challenges of the 21st with energy, commitment and dedicated service.”

Over the past 144 years the Western Fair Association has evolved from its original incarnation as the host of an agricultural exhibition into an entertainment complex that offers the traditional “fall fair”, trade and consumer shows, a sports centre, a racetrack and gaming (slots). The future vision of the association incorporates all of these activities within one district that will complement the revitalization of London by serving as an east-end entertainment anchor to London’s core.

“The Western Fair District will entertain, educate and inspire,” said Hugh Mitchell, CEO of the Western Fair District. “We believe our new brand is a great blend of our past and future; honouring our heritage and agricultural mission while providing entertainment, sports and gaming. We believe the Western Fair District will prove to be a viable partner in the economic, social and cultural future of London and the region of Southwestern Ontario.”

As a proud member of the Old East Village community, the Western Fair District will be greener, more inviting and modern while preserving its traditional Victorian theme.

“Western Fair is moving London in the right direction”, said Mayor Joe Fontana. “WFA is pulling out the stops, pumping up the energy level and pushing the creative envelope as a community partner and these strategic actions will benefit the Association, their neighbourhood, London’s entertainment scene and our entire community. The Western Fair District is going to be good for London and, I expect, an inspiration for others.”

(30)

For more information please contact:

Heather Blackwell
Corporate Affairs Manager
Western Fair Association
519-438-7203 ext. 261