



NEWS RELEASE

June 14, 2005

For Immediate Release: Alberta Association of Agricultural Societies Province Wide Campaign Promotes Members Ag Tourism Events

New this year the Alberta Association of Agricultural Societies launched a province wide marketing campaign to promote the agriculture societies events and activities.

There are 294 agriculture societies - all non-profit, volunteer run organizations mandated to support Agriculture and the improvement in the quality of life of Albertans by developing programs, facilities and services based on the changing needs of the community.

Throughout the province, agriculture societies in small and large communities host fairs, exhibitions and tradeshow that celebrate our western tradition and lifestyle. Fairs and exhibitions feature rodeos, chuck wagon races, country fair complete with petting zoos, parades, as well as competitions such as beer and winemaking, pottery building and pie judging, horses, cattle and stock dogs. Shows appeal to all age groups.

President Grace Duff states, “ As a provincial organization, our objective is to promote the importance of agriculture societies to their communities”. This new marketing campaign promotes agriculture societies and their ag tourism events in a three-pronged approach: a **print ad campaign** in the major dailies and various travel guides; **tradeshow marketing** in Edmonton, Red Deer and southern Alberta as well as a **parade program** visiting 22 communities to celebrate the centennial These programs are supported by Funding from Alberta Agriculture Rural Services to encourage ag tourism and renewed economic growth in rural Alberta.

The print campaign runs from June through September in Alberta Attractions, Our Alberta travel guides, as well as the Edmonton Journal and Calgary Herald. Tradeshow marketing is supported by individual agriculture societies who staff the booths and promote their events to prospective urban visitors. Director and chair of the parade float Charlie Moore indicates, “As an organization we look forward to assisting our members to meet the ever changing challenges. This year’s parade float has been totally redesigned for the Centennial. It’s appearance at community parades helps facilitate agriculture societies efforts to promote to and better serve their communities.”

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BACKGROUNDER

Publications Utilized

Agritourism events are promoted in print media ads throughout the tourism season in:
Edmonton Journal, What's On and Country Asides – June 6, 12, 17, 27; July 4, 10, 25, 29
Calgary Herald's Neighbours – June 9, 23; July 14, 28,
Alberta Attractions 2005 Vacation Guide
Alberta Attractions website www.albertaatractions.com
Our Alberta travel guide

Trade Show Schedule 2005

Spruce Meadows North American, July 8 to 10
Red Deer Westerner Days, July 20 to 24
Edmonton's Klondike Days, July 21 to 30

All agriculture societies are welcome to apply to attend and staff the trade show booth to promote their organization and events. In addition agricultural societies may send 200 pieces of literature per ag tourism event. For more information contact Phyllis Pasztor at 780-427-6744 or at aaas@albertaagsocieties.ca

Parade Schedule

June 11 – Bashaw
June 18 - Crossroads
June 25 – Arrowwood
June 26 – Warburg
July 1 - Breton
July 2 – Hines Creek
July 21 – Edmonton Klondike Days
July 23 - Lamont
July 28 – Vermilion
July 30 – Stettler
August 4 – Bentley
August 6 - Lougheed
August 7 – Victoria Trail, Waskatenau
August 10 – Innisfree
August 12 – La Crete
August 13 – Valleyview
August 19 – Westlock
August 20 – Pincher Creek
August 21 – Two Hills
August 23 – Lethbridge
September 3 – St Paul
October 1 - Delia