

News Release

For immediate release

August 3, 2023

QCX creates a Quieter Fair for Kidway Program

[Regina, Saskatchewan] - Regina Exhibition Association Limited (REAL) proudly presents the annual Kidway day at Queen City Ex presented by Sask Tel 2023, a one-of-a-kind community event designed to provide a warm, welcoming, and inclusive environment at a quieter pace focused on youth and young adults who experience mobility and cognitive challenges in their daily life. **Kidway** takes place on August 4, 2023 from 10am – 12pm, inviting 500 individuals to an atmosphere where they can enjoy the excitement of QCX while feeling safe, comfortable, and free to be themselves.

Kidway is made possible through a series of community partnerships, which have come together to extend their support and create a memorable experience for those with special needs and their families. This event will include North American Midway Entertainment (NAME) free gate entry passes & stuffed animals, Beyond Van Gogh free admission, a Bluey meet & greet experience, colouring stations, Mascot & Princess meet and greets, and plenty more.

Key features of the Embraceable Fun Fair:

Quiet and Calm Environment: QCX organizers have taken special care to provide a quiet and calm setting, creating a sensory-friendly experience to accommodate the unique needs of youth and young adults with sensory processing challenges. The absence of loud music and sudden noises will help ensure a stress-free environment.

Safe Spaces: Designated safe spaces within the fairgrounds will be available for individuals who may need some time away from the crowds or who require a soothing space to regroup.

Sensory-Friendly Attractions: Music, lights, and sounds will be modified to sensory-friendly attractions, including specially adapted rides, interactive play zones, and arts and crafts activities that cater to the unique needs of our special guests.

"We are thrilled to host Kidway at QCX, which represents our community's dedication to inclusivity and empathy," said Tim Reid, President and CEO of REAL. "Our goal is to create a safe, joyful space where guests of all abilities can come together, share experiences, and enjoy themselves, without feeling overwhelmed or excluded."

Kidway has garnered support from various local businesses, organizations, and volunteers who have generously contributed their time, resources, and expertise to make this event a reality. Kidway was created to make a difference in the lives of special needs individuals and create cherished memories that will last a lifetime.

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 notfor-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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