



**News Release**  
**For immediate release**  
November 28, 2023

### **Advance Passes for FROST @REAL 2024 Now on Sale**

**Regina, Saskatchewan** – The Regina Exhibition Association Limited (REAL) is excited for the return of the third annual Frost Regina winter festival. Frost Regina presented by Federated Co-op Limited is being held January 26, 2024, to February 4, 2024.

The Real District is once again expecting to welcome over 50,000 guests to light up winter at the many programming offerings for 2024. These include GLOW in the Viterra International Trade Centre presented by SaskTel with a robust performance area, the Enchanted Forest with princess parties and circus acts. Outdoor winter activities in and around Confederation Park presented by SaskPower will include the very popular Zamboni rides presented by Sherwood Co-op and the new 'Hurry Hard' curling area presented by GreenWave. The SGI Harvard Chalet presented by Corby's will be providing a warming environment with signature drinks and food items. Mostos Indigenous Village will return and feature Patrick Mitsuing and his dance troupe, Mitsuing is an Indigenous Dancer who performed at Super Bowl LVII.

"We are so excited for Frost @ REAL to be back again for 2024," said Tim Reid, CEO and President of REAL. "Families, youngsters and those who are young at heart will find many opportunities to embrace or escape winter on our District. Advance passes provide considerable savings and make great holiday gifts. GLOW, Jack Frost and snow play will be back, and we can't wait to welcome you all in January!"

Advanced passes are the best way to visit Frost and offers savings of up to 35% over door prices. They are available online and at the Brandt Centre Box office Federated Co-op Stores will once again be selling our passes starting the week of December 11, just in time for holiday giving.

Advanced passes :

- Adult - \$17
- Youth/Senior - \$10
- Family Pack - \$45 (2 Adults, 2 Youths)

At door:

- Frost Adult - \$22
- Frost Youth/Senior - \$15
- Family Pack- \$60 ( 2 Adults, 2 Youths)



(All prices are plus taxes and services fees)

Frost merchandise will soon be available including our new collector item, *Little Jack Frost*. Follow our social channels for updates and for complete festival details, go to [frostatreal.ca](http://frostatreal.ca)

-30-

Media Contact:

Deborah Rush  
[Communications@real1884.ca](mailto:Communications@real1884.ca)

### **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](http://realdistrict.ca)