



PRESS RELEASE

FOR IMMEDIATE RELEASE:

FROST REGINA PRESENTED BY FEDERATED CO-OPERATIVES LIMITED: Get Ready for Ten Days of Frosty Fun in Regina

(Regina, SK) January 16, 2024 – Frost Regina presented by Federated Cooperatives (FCL) will take place January 26 - February 4, 2024 in Regina. This is the 3rd year for the festival and follows a successful year in 2023. Noted as 'One of the Best Winter Festivals in Canada' by the Globe and Mail, Frost Regina presented by Federated Co-Operatives limited is an inclusive and welcoming winter festival that provides opportunities for visitors and residents to celebrate Regina as a Winter City. It is a combination of indoor and outdoor activities, free and paid, with something for everyone!

All four city-wide hubs are all back for the 2024 festival, including Frost @Wascana, Frost @Warehouse, Frost @REAL, and Frost @Downtown.

Key attractions/events for each include:

Frost @Wascana - the rink is back for Frost 2024! With frigid winter temperatures hitting the city, organizers with the Wascana hub confirmed the return of the skating rink in front of the Legislative Building in Wascana Centre. All events and attractions at the Wascana Hub, including outdoor laser tag and horse-drawn wagon rides are FREE and open to all ages.

Frost @Warehouse - A must see event is the Burning of the 8-Foot Ice Tower, taking place on Saturday, February 3 at 6:00pm in The Yards. This spectacular display is not just an event; it's a celebration of winter's beauty and the warmth of our community. As the ice tower burns and melts away, witness a stunning interplay of light and shadows that dances in the sky, creating a magical atmosphere that captivates all who attend. Also new this year is a skating loop to go with the lodge theme for 2024. Come out on Saturday, February 3rd at 1pm and skate with Denali of Ru Paul's Drag Race.

Frost @REAL - Glow presented by SaskTel is back at the REAL hub for 2024. Experience the captivating light display full of fairy tale magic; wander through the enchanted forest, find the magic pumpkin carriage and ride the train. All day performances on the Glow Stage along with a variety of food and beverage options. Your all inclusive pass allows you access to all the indoor programming January 26, 27, 28 and February 2,3 and 4. Outdoor programming in Confederation Park is free and open throughout the festival dates.

Frost @Downtown - Regina Downtown is your destination for all things arts and culture! Join the Downtown hub and the Saskatchewan Sports Hall of Fame on Saturday, February 3rd from 11am-1pm in the Warming Lodge on Pat Fiacco Plaza. They'll be serving up free pancakes at the Pancake Breakfast of Champions.

Frost Regina 2023 had a recorded attendance of 88,000 people. The 2024 festival is anticipating over 100,000 attendees over all four hubs.



PRESS RELEASE

Opening Ceremonies will be held on Friday, January 26th, 2024 starting at 5:30 pm with gates opening at 5:00pm, on Pat Fiacco Plaza in Downtown Regina. In addition to the formal program which includes a performance by the Rising Youth Troupe (Ranch Ehrlo Dancers and Drummers), a chili dinner created by the Ramada Plaza Downtown will be served. Explore the Frost @Downtown hub for additional programming such as an Ice Carving Demonstration done by Fire & Ice Creations.

To close out the festival, Frost @Real is hosting a spectacular Firework Show Presented by Federated Cooperatives Limited on Sunday, February 4, 2024 at 7:00 p.m. in Confederation Park. Admittance is free

For more information about the winter festival, Frost merchandise and to view the full schedule of both free and paid events and the programming at each Frost Hub location, and to purchase passes, visit frostregina.com.

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Media Accreditation:

Frost Regina 2024 presented by Federated Co-Operatives limited will be hosting media tours at designated locations and times across all hubs. For Media passes and schedules to these tours and to all events across all 10 days of the festival, please contact tourism@regina.ca and indicate the outlet you represent and how many passes you will require.

About the Regina Winter Festival Committee (RWFC):

2024 will be the third consecutive year for Frost, Regina's Winter Festival presented by Federated Co-Operatives Limited. Frost was launched in support of the City of Regina's Winter City Strategy. Winter Cities is a concept that encourages communities in northern latitudes to plan their transportation systems, buildings and recreation projects around the idea of creating a vibrant and active city in all four seasons. In order to properly manage and execute an event of Frost Regina's caliber, a Regina Winter Festival Committee (RWFC) was created in April of 2021, and acts as the steering committee for Frost Regina. The Regina Winter Festival Committee consists of the four Frost hubs, REAL District, Downtown BID, Warehouse BID, Wascana Centre/Provincial Capital Commission, as well as representatives from the City of Regina, and Tourism Regina. The goal of RWFC is to support a collaborative, informed, and coordinated approach to the programming and delivery of a city-wide Winter Festival.

For media inquires, please contact:

The City of Regina
mediarelations@regina.ca