



— Celebrating 140 Years —

## News Release

For immediate release

July 17, 2024

### Queen City Ex presented by SaskTel Gives Back to Community

**Regina, SK** – The Regina Exhibition Association Limited (REAL) is excited to welcome fair-goers back to the **Queen City Ex (QCX) presented by SaskTel**. The exhibition begins Wednesday, July 31 and runs to Sunday, August 4, at the REAL District.

As part of our commitment to community engagement, REAL District and Queen City Ex are giving back to Regina in many ways.

“Community is always at the heart of the REAL events”, said Roberta Engel, Acting President and CEO of REAL.” As we celebrate 140 years of the Exhibition Association, QCX has become an annual fun-filled event of Regina’s summer, and we strive to not only give back but to provide accessible ways for many to enjoy.”

REAL is once again excited to partner with the Regina Food Bank for this year’s exhibition. The **QCX Eating Contest presented by Harvard Media** with world record holder, **Joey Chestnut**, is back! Our organizations are joining forces with a goal to raise 150,000 meals! We are challenging community leaders and amateur eaters to create a team of four and pledge funds to earn a seat at the table and take on legendary competitive eater, Joey Chestnut. The competition takes place on Saturday, August 3, at 3:00 p.m. on the **Original 16 Stage in Confederation Park**. You can find more details on how to enter a team by visiting: [How We Help | Regina Foodbank](#)

The exhibition’s annual **Family Day presented by SaskMilk** will also support the Regina Food Bank. It takes place on Sunday, August 4. Admission is free to the Pancake Breakfast from 10:00 a.m. – 12:00 p.m. and then into the Fair, with participants encouraged to bring a non-perishable food item. All can partake in our **FREE Pancake Breakfast**, maple syrup included.

After 140 years of exhibitions, REAL has an abundant history within each of our four pillars. Part of the QCX this year will be **Memory Lane in Banner Hall**. Guests will have the opportunity to reminisce about

the fair and how it evolved over a century and a half to align with changing times and current technology. Past QCX items will be on display which have been donated by past volunteers and staff.

**City of Regina Transit is FREE with your QCX Admission Pass.** Take advantage of a free ride to get you in and out without looking for parking, safely arrive home, and reduce traffic to and from the QCX.

Over the past several weeks REAL has distributed QCX passes to 12,000 youth in Regina and nearby surrounding schools, over a dozen community groups and organizations, and offered 2,500 \$5.00 passes within the community.

We are offering a 20% discount on gate admission to all first responders, military and EMS members with ID for **Hero Day on July 31<sup>st</sup>** in partnership with STARS. For any student that missed out on the free passes or wasn't eligible for the youth pass we are offering a 20% discount on gate admission with student ID, every day.

Our Newcomers Program is an opportunity for new residents to Regina to experience the QCX and all it has to offer. New Canadians are invited to attend courtesy of North American Midway and REAL District. Attendees can go on rides, experience the exciting shows, enjoy the flavours, and more.

Another unique initiative is our Kidway Morning presented by Regina Plumbing and Heating. This event is made possible through a series of community partnerships. Kidway Morning is designed to provide a warm, welcoming, accessible, and inclusive environment at a quieter pace for youth and young adults. The event will take place on Thursday, August 1 and guests will experience rides courtesy of North American Midway, experience a quiet rodeo experience with the slack athletes, get up close and personal with JoJo's Magic Circus and the Hula Hoop Circus, and take in the amazing Super Dogs!

Take advantage of great savings by getting your QCX passes in advance. Daytripper passes are a great value and grant you access to the fair AND the rides. Get them in advance to save \$20.00!

Advanced Pass Prices:	Gate Pass Prices:
Senior (60+) \$16.00	\$18.00
Adult (13+) \$18.00	\$20.00
Youth (4+) \$16.00	\$18.00
Family Pass (two adults, two youth) \$60.00	\$68.00
<b>Daytripper Pass \$55.00</b>	<b>\$75.00</b>

We are Turning up the Fun once again for 2024 and look forward to welcoming you to the Queen City Ex! For complete exhibition details, go to <https://www.queencityex.com>.

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)

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