



News Release

For immediate release

Wednesday, August 7, 2024

Queen City Ex Presented by SaskTel 2024 Turned Up the Fun with Over 262,720 in Attendance

Regina, Saskatchewan – More than 262,720 people enjoyed five days of fun, food, music, and more at the Queen City Ex presented by SaskTel (QCX). This year's attendance saw an increase of over 3,190 fairgoers compared to 2023, meeting our attendance projections.

The midway featured popular rides like the Polar Express, Crazy Mouse, and Mega Drop. New to QCX was the X-Drive, offering riders an exhilarating sky-high view of Regina. This was one of over 50 rides provided by North American Midway Entertainment (NAME).

Greg "Scooter" Korek, vice-president of NAME, said, "We bought a brand-new X-Drive last year. It premiered here in Canada, and it has been very, very well received. It's a thrill ride in every sense of the word." Korek added, "I think this is such a great fair. With a population base of 300,000, if we were to take that to the United States, we would never see a presentation like this."

Close to 30 new foods were introduced, including Dill Pickle Cotton Candy, Hot Honey Ranch Pizza Footlong Hot Dog, and the Wholly Guacamole Corn Dog. Traditional foods were also available, such as mini-donuts, turkey legs, and lemonade. This year's QCX Best in Food Competition was awarded to Our Carnival-Kitchen for their mouth-watering Triple Pickle Poutine.

"The five days of the Queen City Ex, presented by SaskTel, have been amazing, filled with the sounds of our guests having fun, the aroma of mini-donuts, corn dogs, and music from some amazing acts that took to the Original 16 stage. Our staff and volunteers worked countless hours from set-up through the event and tear-down." said Roberta Engel, acting president and CEO of the Regina Exhibition Association Ltd. (REAL).

"The positive feedback I heard as I walked the midway and attended various events was amazing. It was a great gathering of the community, with the smiles, joy, and countless moments of fun I witnessed from our thousands of guests."

Over 6,000 guests attended Confederation Park for the unforgettable Ludacris concert presented by SaskTel and Play 92 on the Original 16 stage. Many of our premium experiences were sold out, including

Ludacris, the Pile o' Bones Rodeo presented by 620 CKRM, Our Lady Peace presented by Prairie Mobile and Jack 94.5, and Trooper presented by Brunswick Steel and Jack 94.5.

Security incidents were significantly down from 2023 due to our partnership with the Regina Police Service (RPS) and enhanced gate screening. REAL's walk-through metal detectors made their debut at QCX, supporting our commitment to safety and security. We thank the public and attendees for embracing these changes.

A fan favourite returned for a third year, the QCX Eating Contest presented by Harvard Media. World record holder Joey Chestnut crushed 343 mini-donuts and set a new record in eight minutes. Teams included the Saskatchewan Roughriders, Viterra, Winmar, and JD West, who were the top fundraisers this year. In the past three years, the eating challenge has raised enough donations from the community and partners to provide over 452,000 meals for the Regina and District Food Bank to support those in need.

"For many years, our partnership with QCX has been a cornerstone in our efforts to serve the Regina community," said John Bailey, CEO of Regina Food Bank. "Over the last three years, the mini-donut competition has been an important collaboration and has been instrumental in helping us meet the increasing demand. The new format this year added a layer of fun, and the competitors did an outstanding job raising funds for the Food Bank."

The Pile O' Bones rodeo presented by 620 CKRM featured a purse of \$65,000. The talent at this year's rodeo was unsurpassed, with over 65 competitors, making this one of the largest rodeos on the C5 circuit. Saturday night's Saskatchewan Roughriders game concluded with Country Night in the Park and Jess Moskaluke presented by Sherwood Co-op and Pure Country.

Fair staples returned with Regina Symphony Orchestra & Fireworks presented by SaskMilk and Z99, offering a musical experience shaped around video game soundtracks synchronized with game footage. Prior to the fair, we sent 12,000 tickets to schools in Regina and the surrounding area, and over 3,000 discounted gate passes were released. The annual free Sunday pancake breakfast presented by SaskMilk and in support of the Regina and District Food Bank saw close to 4,000 attendees. Our Kidway Morning and Newcomers program presented by Avana saw their highest attendance ever.

A new and exciting addition this year was the QCX Midway 5k in partnership with the Running Room. Over 250 participants took part, with the course winding through the midway and Mosaic Stadium. Runners ranged from one year old to 74.

Saskatchewan's Strongest Man Competition presented by Regina Plumbing & Heating was another new event this year. It featured tire flipping, deadlifting a car, and a variety of other strongman feats of strength. The title of Saskatchewan's Strongest Man went to 29-year-old Sam Rissling of Regina, who lifted over 43,000 pounds in the competition.

Thanks to our many long-time partners such as North Central Community Association and the Regina Optimist Dolphins Swimming, we improved the cleanliness of the grounds. These community groups continue to support our REAL team.

Indoor programs were a huge hit this year. Memory Lane offered a trip back in time as visitors experienced a display of the evolution of the QCX over 140 years. Long-time volunteer Rollie Bourassa

curated the display, which featured images and artifacts from Pemmican Pete, photographs, and more. The Pow Wow Times International Dance Troupe featured a stage full of Indigenous dancing all five days, with a colourful display from dancers across North America.

Saskatchewan's fair continues to be the highlight of Regina's summer, and we cannot wait to welcome you to the 2025 Queen City Ex presented by SaskTel, July 30 to August 3, 2025.

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At the [link](#) is the 2024 highlight video and attached is 'By the Numbers'.

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

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