



News Release

FOR IMMEDIATE RELEASE

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FROST REGINA presented by Co-op is back for 2025!

Regina, SK- Today on the Pat Fiacco Plaza, the Regina Winter Festival Committee gathered to announce that Frost Regina presented by Co-op is back for 2025! This highly anticipated winter festival will take place from Thursday, January 30, to Sunday, February 2 in Regina, Saskatchewan. This is the fourth year for the festival and follows a successful year in 2024. Described as 'One of the Best Winter Festivals in Canada' by Globe and Mail, Frost Regina presented by Co-op 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, with something for everyone.

"The annual FROST festival is a fantastic opportunity to enjoy our winter city," says Mayor Chad Bachynski. "This year we are so excited to have The Grind, a street-style snowboarding series, right here in our city! Residents and visitors won't want to miss this incredible event plus all the fun festivities that are sure to create lasting memories. A big thanks to all the volunteers that make this event such a success. We truly couldn't do it without them."

Exciting new programming was unveiled at the announcement, including The Grind, a premier street-style snowboarding series in collaboration with Canada Snowboard.

"As the Chair of Frost Regina, I am ecstatic to be announcing the return of Frost Regina along with the incredible new addition of The Grind," said Judith Veresuk, Executive Director of Regina Downtown Business Improvement District. "This partnership with REAL, the Warehouse District, and Wascana Park showcases the best of our city, and we can't wait to host this thrilling event"

The Grind is a premier street-style snowboarding series that showcases Canada's top riders in iconic urban environments across Canada. The event features Jam Style formats which showcase continuous rider sessions with dynamic judged runs, ensuring non-stop excitement. It also features team competitions showcasing teams from various countries promoting unity and a friendly rivalry. All competitions will be held under lights, creating a vibrant atmosphere and a unique visual experience. The event boasts a \$30,000 prize pool, plus a \$20,000 bonus for series winners, making it a highly competitive event for top talent.

This electrifying event will take over Victoria Park on Friday, January 31, and Saturday, February 1, and is made possible by sponsors including Tourism Saskatchewan, Regina Hotel Association, Tourism Regina, and Frost Regina.

"We are thrilled to welcome Canada Snowboard and The Grind to Regina in 2025," said Sandra Jackle, President and CEO of the Regina Hotel Association. "Hosting this electrifying street-style snowboarding event in the heart of our city is a testament to how Regina shines as a cool, bold and dynamic winter destination." In addition, 2025 Frost Regina programming will be back in three locations. Regina Downtown, Wascana Park, and Regina's Warehouse District. This year, Real District programming will be located downtown in Victoria Park. All programming, unless noted otherwise, is free to attend!

Some programming highlights will include:

Wascana Centre will once again be the destination for free family fun! From 10 a.m. to 3 p.m. on Saturday, February 1, and Sunday, February 2, Wascana Centre will feature dog sledding, horse and wagon rides, skating on the Rink on Wascana, as well as games and activities for the whole family!

Regina's Warehouse District will come alive with unique indoor activations, including live entertainment, artisan markets, delicious food and beverage experiences, and interactive family-friendly activities. Explore indoor local businesses as they showcase their creativity and community spirit, making the Warehouse District a must-visit destination during Frost.

Aside from hosting The Grind, Regina Downtown will have public skating back on their Rink @ City Square and will have live entertainment on site, along with programming in our Warming Lodge. You can also visit participating downtown businesses and check out their Frost-Tail beverages!

In an exciting twist, Victoria Park will transform into the hub for REAL programming. This year, they are shifting from the REAL District to transform Victoria Park into a hub of excitement, supporting Frost Regina's presented by Co-op, anchor event. Returning to Victoria Park holds special significance for REAL, as it was the site of their very first exhibition 140 years ago.

For this celebration, alongside partners: Brunswick Steel, Coca-Cola, Corby's, Culligan Water, DirectWest, Great Western Breweries, Greenwave, Harvard Media, Konica Minolta, PlayNow.com, IKS Media, Pattison Signs, Phoenix Group, Prairie Mobile, Prairie Ram, Regina Plumbing and Heating, Sask Energy, SaskMilk, Sherwood Co-op, Showtime, SaskTel, Sask Power, Sleek, SGI and Winmar, REAL is bringing a vibrant lineup of experiences to the park, including delicious food and beverages, exciting games, live entertainment, and a stunning fireworks display.

This year, Frost visitors will have the ability to catch programming at each hub throughout the day! Downtown will be activated on Thursday, Friday, Saturday, and Sunday during the day and in the evening. Wascana will be activating from 10:00 a.m. to 3:00 p.m. on Saturday and Sunday. Warehouse will host evening programming at local businesses and bars during the festival.

Frost Regina will kick off with the Opening Ceremonies taking place on Thursday, January 30th in Victoria Park. Most programming is free to attend, with the exception of specific bar or food promotions. Visit www.frostregina.com for the full schedule and additional details.

Frost Regina is made possible by our sponsors: Co-op, City of Regina and Tourism Saskatchewan.

"As presenting sponsor of Frost Regina, we are pleased to be part of the festival's success and special connection it has built within the community," said Heather Ryan, FCL CEO. "At Co-op, we pride ourselves on being locally invested, community-minded and giving back. By supporting a festival that shares these values, our investment will ensure another positive winter experience for employees, Co-op members, and visitors alike."

Frost Regina presented by Co-op would not be possible without volunteers. To learn how to get involved with Frost Regina, visit <https://frostregina.com/volunteers/>.

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