

News Release

FOR IMMEDIATE RELEASE

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FROST REGINA presented by Co-op Kicks Off in One Week!

Regina, SK - There is only one week until FROST Regina presented by Co-op returns to Regina! Frost Regina is a collaborative committee consisting of Regina Downtown Improvement District (RDBID), Warehouse District, Wascana Center Authority and Regina Exhibition Association Limited (REAL).

FROST Regina presented by Co-op will take place from January 30 to February 2, 2025, in Regina. This is the 4th year for the festival and follows a successful year in 2024. Noted as 'One of the Best Winter Festivals in Canada' by the 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. This year, FROST Regina programming is all **FREE** to attend, and will include programming located in downtown Regina, Regina's Warehouse District and at Wascana Centre.

"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."

Key attractions/events for each location include:

Wascana Centre will once again be the destination for free family fun! From 10:00 a.m. to 3:00 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 is set to come alive this winter with FROST Regina, featuring an exciting mix of indoor and outdoor activities! Embark on the six-stop Brewery Frost Circuit – a cozy tour of Regina's best brews – complete with a free shuttle, passport prizes, and the chance to win a \$1,000 brewery gift card package. Enjoy Park & Play at The Yards, featuring free parking, games like Schlockey, Snolf, and Snowhole, plus firepits to keep you warm. Chillax with "Rack and Chill" time at The Break, Regina's newest pool hall, or bring the family to Apex Adventure Plex for action-packed fun with trampolines, bubble soccer, ninja courses, and more. Cap off your day with live entertainment at the Mid-Winter Celtic Festival and Bridge-The-Gap Dance Competition, or shop and explore with the Frosty Finds Scavenger Hunt for a chance to win fantastic prizes!

Regina Downtown is excited to be the host of The Grind, a premier street-style snowboarding series in collaboration with Canada Snowboard. You can catch the competition on January 31 from 6:00 p.m. to 9:00 p.m. and on February 1 from 6:00 p.m. to 8:00 p.m. The Grind programming has been made possible by the event sponsors, the Regina Hotel Association, Tourism Regina, and FROST Regina.

After the competition, the Frost Finale will also be taking place downtown in Victoria Park featuring a fireworks display presented by Co-op starting at 9:00 p.m. And don't miss The Grind after Party at O'Hanlons presented by PlayNow and Harvard Media. The downtown area will be brimming with REAL fun including ice sculptures, a heated 'Igloo' presented by Regina Plumbing and Heating, bumper balls presented by Direct West, toboggan hill presented by Winmar and firepits presented by Brunswick Steel. Photo Fun with Coca-Cola and Sleek: Snap a picture with the iconic Coca-Cola Polar Bear or strike a pose at the Frost Selfie Wall presented by Sleek. Most activities are FREE and please note all REAL programming is happening downtown.

And at the end of your day, you Get Home Safely with SGI: Thanks to the SGI Safe Ride Program, you can get home safely with SGI helping to promote Safe Ride home options and for designated drivers.

Additional FROST Regina activities downtown include skating at the Rink @ City Square powered by SaskTel, opportunities to explore light displays presented by SaskPower and an exhibit created by Rawry & Pohly. Come test your skills at the Street Hockey Zone presented by Konica Minolta and Crockicurl presented by Sherwood Co-op. Enjoy watching artists paint live every day and participate in creative programming hosted by the Regina Public Library and Dunlop Art Gallery.

You can also experience off-site programming downtown by visiting Downtown bars for Frost After Dark, try out frost-themed cocktails in the Frost Tails Trail, and visiting the Saskatchewan Sports Hall of Fame. You can also watch free films at the RPL Film Theatre throughout FROST Regina and try out Street Curling at the Cornwall Centre.

“We are thrilled to bring FROST Regina presented by Co-op back to Regina for another year!” said Judith Veresuk, Frost Committee Chair, “We hope that everyone comes to explore all of the programming throughout the three FROST Regina hubs: Regina’s Warehouse District, Wascana Centre, and Regina Downtown in collaboration with the REAL District”.

For all programming information on FROST Regina, visit our website www.frostregina.com

Thank you to our FROST Regina presenting sponsor Co-op for supporting the event again this year. We also want to thank our additional sponsors Tourism Saskatchewan and The City of Regina. And thanks to our many volunteers presented by SaskEnergy

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