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FOR IMMEDIATE RELEASE

Camrose Regional Exhibition (CRE) ends Growing Rural Tourism (GRT)

Camrose, AB – The Camrose Regional Exhibition announced today that they will not produce Growing Rural Tourism (GRT) in 2020 and beyond. The CRE decided GRT no longer fulfilled its strategic priorities due to declining attendance, limited Tourism grants available and competitive events being launched.

“The board reviewed the event Growing Rural Tourism and sadly the financial results did not align with our strategic priority of profitability.” said Mark Schneider, President of the Board. “Growing Rural Tourism was a great event for CRE for many years but now is the time to develop future programming and direct our resources to building events for the next generation attendee.”

“While we are sad to see GRT fold, there are many excellent events like the EQUUS Alberta Forward event and the yearly Alberta Tourism conference to fill the void and it allows our clients the desirable dates in February they request to hold their event.” said Dianne Kohler, Executive Director of CRE. “Our focus is to ensure that CRE is producing events that excite everyone in Camrose and the surrounding area while remaining fiscally responsible to our membership.”

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