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FOR IMMEDIATE RELEASE

Camrose Regional Exhibition (CRE) Receives \$70,750 grant funds from the Community Initiatives Program (CIP) from Government of Alberta

Camrose, AB – Camrose Regional Exhibition & Agricultural Society is pleased to announce that it was the successful recipient of its CIP (Community Initiatives Program) grant application sent to the Government of Alberta in January 2021 to launch Oktoberstock, a new community event this September. CRE received funds from the Ministry of Culture, Multiculturalism and Status of Women towards the overall project costs.

“We are delighted to have success with our granting program again. As an agricultural society and charity, the importance of these grants from the Government of Alberta is paramount to launch new community events that could not be done otherwise” said Brent Byers, President of the CRE Board of Directors. “This funding is “provisionally awarded” based on Health restrictions in September but allows us to finally launch what we believe will be Camrose’s new favorite event.”

“We are pleased to announce Oktoberstock which will happen outdoors at the CRE on Saturday, September 18th, 2021.” added Dianne Kohler, Executive Director of the CRE. “This will be a one-day family friendly festival which will focus on local artists and a family area during the day and transition into a Bavarian Oktoberfest celebration in the evening ending with a guest DJ. CRE is proud to announce **Bent Stick Brewing Co.** as the official beer of Oktoberstock and **True North Cider** as the official cider. We are looking forward to highlighting as many local food and beverage vendors as we can fit in the space.” Full details on programming, admission packages and opportunities are on the website under Events/Okttoberstock.

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Camrose Regional Exhibition and Agriculture Society is based in Camrose, Alberta and home to many great experiences including Big Valley Jamboree, Canadian Bull Congress, and the MS Bike Tour.

Contact:

Dianne Kohler, Executive Director
Phone: 780-672-3640
EMAIL: Dkohler@cre.ab.ca

Brent Byers, President of CRE Board
Phone: 780-608-6264
EMAIL: president@cre.ab.ca