



---

**FRIDAY, JANUARY 14, 2011**

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**

## **RECORD ATTENDANCE AT CROP EVENT IN SASKATOON**

SASKATOON, Saskatchewan – Attendance at the Western Canadian Crop Productions Show held Jan 10 – 13, 2011 in Saskatoon reached record numbers. 17, 233 people attended the 4 day event, up 5.6% from 2010, and setting an all time attendance record.

This show has become Western Canada's premier grain industry showcase by presenting information to producers on the latest technology, services, and products. A total of 295 companies utilizing 974 trade show booths showcased products and services to show attendees. The show is held in conjunction with Crop Week events which involve meetings and presentations hosted by many of the commodity associations. The information gathered in Saskatoon this week formulates plans for the upcoming growing season for Western Canadian grain producers.

**For more information please contact:**

Lori Cates

Manager – Agriculture

**C** 306.280.9560

**T** 306.683.8813 or 306.683.8830

**E** [lcates@saskatoonex.com](mailto:lcates@saskatoonex.com)

---

Saskatoon PrairieLand Park Corporation is a world-class destination for major programs, events, and entertainment. PrairieLand Park produces, hosts and facilitates extraordinary events through superior, first-rate customer service. For more information about PrairieLand Park, visit [www.saskatoonex.com](http://www.saskatoonex.com).