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Winter Fair Fever Campaign Offers Added Incentive to Get Involved

February 28, 2018, BRANDON, MB – The 111th Royal Manitoba Winter Fair is only a month away and the Provincial Exhibition has once again joined forces with the Brandon Chamber of Commerce to spread Winter Fair Fever to the business community.

“Winter Fair Fever is all about encouraging the business community to show their support for Brandon’s biggest indoor agriculture exhibition.” Said Ron Kristjansson, General Manager at the Provincial Exhibition. “The fair brings a lot of people to our city and we all benefit from those visitors; why not show them how proud we are to host this event.”

Businesses are encouraged to dress up their locations by displaying fair posters and using Winter Fair banner wrap, provided by the Provincial Exhibition to decorate. Provincial Exhibition Marketing Coordinator, Karen Burton shared that the Provincial Exhibition has added an extra incentive to the Winter Fair Fever Campaign this year to encourage even more businesses to get involved. “Decorating for Winter Fair is a great way to pull your employees together and this year we’ve added a discount promo code for businesses that register with us; a fun day at work and discount tickets to the fair? It doesn’t get much better than” Said Burton. The contest also offers a grand prize consisting of a 2018 Royal Manitoba Winter Fair VIP Experience for four including transportation, dinner reception and VIP seating for the evening show jumping. Voting for the grand prize winner will take place on the Provincial Exhibition Facebook page.

To enter the Winter Fair Fever contest, businesses are asked to post photos/videos of their decorated location to social media, tag the Provincial Exhibition and use the hashtag #RMWF on public posts. Contact the Provincial Exhibition office by email or direct social media message to take advantage of the Winter Fair Fever ticket promo code. Contest details are available at www.royalmanitobawinterfair.com. **Deadline to register for the Winter Fair Fever Contest promo code is March 16.**

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About the Royal Manitoba Winter Fair

The Royal Manitoba Winter Fair takes place March 26 - 31, 2018 in the City of Brandon at the Keystone Centre. Experience Manitoba’s #1 indoor equestrian competition and celebrate the best in agriculture and entertainment all under one roof. For more information about the Royal Manitoba Winter Fair, visit www.royalmanitobawinterfair.com.

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