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Winter Fair Fever Campaign Rallies the Business Community

February 22, 2019 BRANDON, MB – The 112th Royal Manitoba Winter Fair is less than a month away and with that, the Provincial Exhibition announced the launch of the 2019 Winter Fair Fever campaign to the business community yesterday at the Brandon Chamber of Commerce luncheon.

“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. The campaign offers discount tickets to the fair for participating businesses as well as a grand prize consisting of a 2019 Royal Manitoba Winter Fair VIP Experience for four including transportation, dinner reception and VIP seating for the Saturday evening show.

Campaign partner, the Brandon Chamber of Commerce recognized the benefit of the fair to the entire Brandon community. “The influx of visitors from this event is a huge catalyst for further business growth and development for multiple industries in Brandon,” Said Carolynn Cancade, General Manager of the Brandon Chamber of Commerce. “We encourage the entire Brandon business community to show their support by decorating their storefronts for Winter Fair Fever!

To enter the Winter Fair Fever contest, businesses are asked to post photos/videos of their decorated location on 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 22.**

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About the Royal Manitoba Winter Fair

The Royal Manitoba Winter Fair takes place March 25 - 30 2019 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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