



Media Release

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PONOKA AG EVENT CENTRE LAUNCHES CAPITAL FUNDRAISING CAMPAIGN

(Ponoka, AB) The Ponoka Ag Event Centre Society (PAECS) recently voted to launch its “Building on the Legacy” Fundraising Campaign. The campaign is designed to raise \$3 million in capital funds to ensure completion of the facility to its fullest potential and to allow the community, at local and corporate levels, to get involved in the initiative.

The Ponoka Ag Event Centre Society, comprised of representatives from the Ponoka Ag Society, Ponoka Stampede Association, Ponoka County and the Town of Ponoka and a member at large, is looking forward to launching the campaign and to seeing the community get involved. “As President, I am extremely proud that our Board has embraced this ambitious fundraising goal.” said Charlie Cutforth, “This campaign is a signal to our community that the Ponoka Ag Event Centre is recognized as a first class facility and is worthy of participation from every corner of the community. There is opportunity for everyone to get involved in this exciting project.”

The new Ag Event Centre is being built in a prime location - adjacent to Highway 2A, south of the Ponoka Branch of the Royal Canadian Legion. The centre will be a major tourism and economic advantage for Ponoka and will attract the public to our community on a year-round basis. The sod-turning event was held on May 10, 2010 and construction commenced soon after, with project management by Stretch Construction. The main building is scheduled to be complete in July 2011. Presently PAECS has secured over \$7.3 million in capital funding, with Encana being the major corporate sponsor at this point. Through the Building on the Legacy Campaign, it is hoped that other corporate and local partners will come forward with funding to complete essential capital elements of the facility, such as stabling, site completion, specialized equipment and the completion of the building’s second level. “PAECS understands the importance of community partnerships and has built recognition protocols into its campaign. We look forward to talking to all interested businesses and individuals about their role and participation in this initiative”, says Cutforth.

The Ponoka Ag Event Centre Society welcomes the media to the Campaign Launch which is scheduled **for Thursday, December 16, 2010 at 2:00 p.m. at the Royal Canadian Legion Auditorium, 3911 – HW 2A, Ponoka.** The Campaign Launch will provide further information about the project as well as sponsorship and recognition opportunities.

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