



June 30, 2009

NEWS RELEASE

Little city in a big city: Stampede Park, Alta

Calgary – For just 10 days out of the year, Stampede Park transforms into the third largest city in Alberta. Larger than Lethbridge and Red Deer - complete with the infrastructure needed to keep the Park clean and green and all of its approximate 120,000 daily residents safe and well-fed.

“It’s pretty amazing to watch Stampede Park grow into a city, almost overnight,” says Paul Rosenberg, the Calgary Stampede’s vice-president, programming. “It may only be 10 days, but we have the necessary infrastructure in place to deal with the needs of a small city, all within 193 acres.”

Stampede Park features most everything you would see in a city, such as restaurants, cafes, medical services, a police detachment, security force, logistics team, recycling plant, parking authority, garbage collectors, shopping centres, nightclubs and even diverse communities like Weadkickville and Indian Village.

The province’s largest outdoor food court, complete with its own commercial food supply store can also be found at Stampede Park. More than 40 outdoor vendors sell everything from deep fried Oreos to nitro ice cream and of course the traditional favourites such as mini-donuts and candy apples – it’s a variety of food that can only be found during Stampede. Those searching for finer dining can also be accommodated in one of the four premium seating venues where coconut prawns, rack of lamb and poached west coast salmon are menu highlights. Or relax in the Western Oasis in the BMO Centre, where guests can indulge in a glass of wine with some food.

“This year we are employing a large number of staff strictly for food services during the 10 days,” says Duane Horpinuk, the Stampede’s senior manager, Food and Beverage. “We have trained everyone fully and also have health and safety inspectors on site every day to ensure the food is handled properly and all our guests are safe.”

More than 3,200 people are recruited and trained to work for the 10 days on-Park assisting with everything from parking to gardeners to maintenance. Being a city that attracts many international visitors, Stampede Park has a multi-lingual workforce in place with more than 40 languages spoken including: Francais, Espanol, Punjabi, Swahili and Blackfoot.

Bringing the city infrastructure to life and infusing it with a sense of community are the 2,200 volunteers who work on over 50 committees, such as Rodeo, Chuckwagon Races, Grandstand Show, Western Showcase, Lotteries, Agriculture, Indian Village, Royalty, Stampede Talent Search and the Parade.

With 120,000 daily visitors also comes a lot of waste. However, the Stampede is committed to preserving the earth, air and river-way that surrounds the Park, and recognizes the challenges that are posed by the virtual city that becomes The Greatest Outdoor Show on Earth.

- more -

Calgary Exhibition and Stampede Limited

Box 1060, Station M, Calgary, Alberta, Canada T2P 2K8 1.800.661.1260 T 403.261.0101 F 403.265.7197 www.calgarystampede.com



"We take our environmental responsibility seriously," says Gerry McHugh, the Stampede's Operations manager, noting the Stampede is constantly seeking new ways to enhance environmental programs and initiatives. "In an on-going effort to reduce our carbon footprint, we have re-initiated the 'Turn It Off Program', where staff are encouraged to reduce electrical consumption by turning off personal electronics and power sources each night."

Recycling is also prominent in Stampede City. Everything from everyday waste to the grease used to fry corn dogs to the more than 10,000 plastic beer cups from Nashville North are recycled. The Stampede has made it very easy for guests to contribute, by placing eight recycling trees, seven recycling centres, six double recycling centres, 250 beverage recycling barrels and 11 recycling chuckwagons on the Park. Donations for stuffed animals won at the Midway can be made on-Park at one of two plush toy recycling centres.

For the rest of the refuse, the Stampede has six solar-powered trash compactors. These compactors are completely self-powered, using solar power for 100 per cent of its energy needs. A dedicated staff of more than 200 youth aged 12 to 17 from the Boys and Girls Club - known as The Green Team - can also be found gathering the paper, plastic, discarded hot dogs and sweeping up the daily trash left by the daily residents.

Just like a regular city, the Stampede has an information centre or guest services to help visitors. The Howdy Team will be around various locations on the Park to answer any questions guests may have. There is also a new mobile information service implemented, where guests can text "Stampede" followed by their question to 24680 and a guest services representative will promptly respond. Standard text messaging rates apply.

The security in place to manage daily crowds of 120,000 people is impressive. The Stampede works closely with the Calgary Police Services, the Calgary Fire Department and Emergency Medical Services in a combined effort to ensure the safety and security of every single person on the Park.

"The 'city within a city' deals with the same issues as any other urban centre says Steve Foster, Calgary Stampede's senior manager responsible for loss prevention and emergency services. "The reality is people on Stampede Park are here to have a good time. We want everyone to have a fun, memorable experience. So we do everything we can to provide a safe environment."

- 30 -

For more information, please contact:

Doug Fraser

Media Relations Manager

T 403.261.0242

C 403.585.3376

F 403.261.0190

E dfraser@calgarystampede.com

The Calgary Stampede is a volunteer-supported, not-for-profit community organization that preserves and promotes western heritage and values. The Stampede contributes to the quality of life in Calgary and southern Alberta through its world-renowned 10-day Stampede, year-round facilities, western events and several youth and agriculture programs. All revenue is reinvested into Calgary Stampede programs and facilities. For more about the Stampede, visit www.calgarystampede.com.