



July 12, 2009

NEWS RELEASE

Attendance restatement – record day set Friday

Calgary – Due to a data entry error, the reported one-day attendance for Day 8 of the 2009 Calgary Stampede was understated by 10,000 visitors. The revised attendance for Friday, July 10 is 154,965 breaking the all-time record of 145,192 set in 2008 by 9,773.

As a result of this error, attendance for Day 9 was overstated by 10,000. Attendance for Saturday, July 11, has been revised to 148,664 – which represents a same-day decrease of 11,601 from 2008.

Total attendance to date at the conclusion of Saturday is unchanged at 1,070,197.

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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.