



Media Release

For immediate release

River City Roundup Encourages Edmontonians to “Go Cowboy”

River City Roundup Festival offers western celebration in Festival City

EDMONTON – October 19, 2007 – River City Roundup launched the 2007 festival downtown at Scotia Place today, announcing the ten day events line-up, the festival’s theme of “Go Cowboy”, and business leader Evan Chrapko as the 2007 River City Roundup Ambassador.

The 10 day festival, which celebrates where city and country meet, runs from November 2 to 11 and brings the excitement of Farmfair International and Canadian Finals Rodeo into the community with events, entertainment and activities focusing on western culture, music and food. This unique western culture is one of the many diverse facets of Edmonton that earned the city its designation as the Cultural Capital of Canada in 2007.

As an innovative businessman who grew up just outside of Vegreville and continues to make his living in both city and country, Evan Chrapko was the perfect choice as this year’s River City Roundup Ambassador. “The contribution that CFR and Farmfair makes to our community is significant,” stated Evan Chrapko. “River City Roundup not only recognizes this contribution, but celebrates the welcoming spirit that results when people who live in the city meet and have fun with people who make their life and living in the country. River City Roundup is how the Edmonton community can show appreciation for our western roots and get involved in a little country fun.”

The theme for this year’s festival is “Go Cowboy” and includes a series of videos designed to humor and encourage involvement in River City Roundup. The videos will help market the festival through Web 2.0 vehicles like YouTube, Facebook and virally through email and MSN. This approach mirrors how many people receive information today and was a way to differentiate the festival.

This year’s events include the Fiddle and Red River Jig Championships, the Destination West Edmonton Hotel Group free pancake breakfast, a Sylvia Tyson concert, and various evening events at Edmonton area bars and lounges.

The economic impact of River City Roundup, CFR and Farmfair International is significant, generating more than \$60 million in direct spending for the local economy. River City Roundup is organized by community volunteers and participating organizations and receives some financial and in-kind support from Northlands.

“River City Roundup is organized by the community, for the community,” stated Steve Graham, a Northlands Volunteer Director for River City Roundup committee “River City Roundup gives Edmontonians and surrounding communities the opportunity to show their support for our western heritage, and “Go Cowboy” for ten days in November.”

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