



HIGH-RISE MEET HEIFER AND CONCOURSE MEET COWBOY, THIS NOVEMBER, CITY MEET COUNTRY AT THE ROYAL AGRICULTURAL WINTER FAIR

*–World's largest combined indoor agricultural and equestrian show rides into Toronto
November 6th to 15th –*

TORONTO, October 2, 2009 – This November, cock-a-doodle-doos will replace alarm clocks, and goat milk will be favoured over lattes as The Royal Agricultural Winter Fair rides into Toronto and introduces city folk to the ways of the country. Running from Friday, November 6 to Sunday, November 15, 2009, The Royal Agricultural Winter Fair will showcase innovations in food and agriculture, thousands of livestock animals, and dozens of the world's top equestrian horses and riders.

The largest of its kind in the world, The Royal Agricultural Winter Fair is an experiential event that takes place in Toronto every November at Exhibition Place. Now in its 87th year, The Royal offers urban adults and children alike a chance to see, smell, hear and taste authentic country life.

"For many people, attending The Royal Agricultural Winter Fair is a longstanding November tradition, and is the one time in the year when they can participate in the genuine country and agricultural experience. In addition to the amazing and ever-popular animals, The Royal has hundreds of exhibits that are equally as entertaining," said Bill Duron, chief executive officer. "While education and awareness remain at the forefront of The Royal, competition is not far behind. Whether it's for a giant gourd, or highest hurdle, The Royal's participants are eager to take home the red ribbon."

With a variety of special feature areas, exhibits and shows at The Royal, including the prestigious Royal Horse Show, the playful President's Choice® SuperDogs or advancements in agriculture – like an iPod powered by poo – guests of all ages will surely be impressed and entertained during their time at The Fair.

New this year, guests will be able to walk through and explore a full-size house showcasing residential and commercial products made from soy. From kitchen cupboards and insulation, to mattresses, bathroom fixtures, sofas and other décor items, The Soy House will bring to life the versatility of Ontario-grown soybeans. Also sure to titillate is the new Royal Beer Garden. Available alongside some of Ontario's finest wines, guests can now sip some of the province's best suds. And no tasting would be complete without a nibble of cheese, so The Royal made sure that only the finest fromage is available for food pairings.

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The Royal believes in supporting local farmers and understands the importance of eating nutritious, locally-produced foods that taste delicious. For the 2009 Royal, all foods (with the exception of coffee and spices) served at the five Royal restaurants are sourced locally. From purple carrots to yellow beets, and everything in between, The Royal has been working with over 15 farmers to ensure the appetites of all visitors are satisfied with healthy, local foods. On select days, celebrity chefs will also be on site to serve up fresh creations to Royal guests. Centerplate has been named the exclusive caterer for The Royal, and their chef has been working with the farmers to create truly unique and locally inspired menus to tempt all taste buds. After serving President Obama at the Inauguration Ball, Centerplate is prepared to meet the dining needs of guests at The Royal.

The fun of The Royal continues well after the sun goes down with a nightlife experience that cannot be rivaled. City can truly meet country at various nightlife establishments at The Royal where real cowboys come to unwind after a long day of competition. Mix and mingle with those from the Wild West and try out your best lasso moves. A cowboy hat and knowledge of the Texas two-step will come in handy when live country music keeps things stomping at some of the most fun establishments at The Royal. For a truly different night out – come and experience the sights and sounds of The Royal nightlife. Yee haw!

HIGHLIGHTS OF THE ROYAL AGRICULTURAL WINTER FAIR

Innovations in Agriculture

Agri-Food Innovation is dedicated to educating visitors about the importance of the agri-food sector and how it impacts the everyday lives of Canadians through five essential components: healthy living, renewable energy, environmental stewardship, agriculturally based bio-products, as well as safe and locally produced food. Check out this exhibit to see the latest innovations from a house made of soy to an iPod powered by – pool!

The Royal Horse Show

The most prestigious and important indoor equestrian event in North America, The Royal Horse Show continues to captivate audiences 87 years after its inception. This year's show is no doubt going to dazzle audiences like never before with the presence of world famous riders, competing in Olympic disciplines including Show Jumping, Dressage and The Royal's own Indoor Eventing. Staged at the impressive Ricoh Coliseum, these horse and rider performances will showcase the best in equestrian sport; combining the thrill of competition with family entertainment in a package not found anywhere else.

The President's Choice® SuperDogs Show

Always a crowd pleaser, the cute and curious canines along with their talented trainer Herb Williams – a 33 year veteran of dog shows and showman extraordinaire – are back at The Royal with new skills and sets to thrill the audience. Performing several times each day, the crew of over 40 canines will bow-WOW fair-goers with their antics and athletic feats. Watch them race around, up and over obstacles; launch themselves over high barriers; and even sing and dance; working as a team to put on a stellar performance.

The Royal All Stars

From heifers to Holsteins, The Royal's got them all. At The Royal, be sure to check out the variety of beef and dairy cattle that take over the barns. Guests are able to walk through the stalls and learn about the varieties of cows that exist (there will be over 15 different breeds at The Royal!), and see the best of the best while they rest up for their next competition. Come early and watch as the cows get washed, combed, clipped and blow-dried as their owners get them ready to compete. Nowhere else can you witness cattle competitions where miniscule variations in bone structure can mean thousands of dollars worth of difference in the value of the winner. Come and check out these million-dollar babies at The Royal this year.

To obtain a media pass for The Royal, please fill out a media accreditation form at <http://www.royalfair.org/Media>. For additional features and events taking place at The Royal, please visit www.royalfair.org.

The Royal Agricultural Winter Fair Details

Where: The Ricoh Coliseum, The Direct Energy Centre, Exhibition Place
100 Princes' Boulevard, Toronto, Ontario M6K 3C3

When: **Friday, November 6 – Sunday, November 15, 2009**
Friday, November 6 & Saturday, November 7 9:00 a.m. to 9:00 p.m.
Sunday, November 8 9:00 a.m. to 8:00 p.m.
Monday, November 9 to Saturday, November 14 9:00 a.m. to 9:00 p.m.
Sunday, November 15 9:00 a.m. to 6:00 p.m.

Horse Show tickets and schedule. All horse show tickets include full General Admission to all areas of the Fair. Tickets can be purchased through www.royalfair.org, www.ticketmaster.ca, any Ticketmaster box office, the Ricoh Coliseum, or by calling Ticketmaster at 416-872-7777. For the horse show schedule, visit www.royalfair.org. Single Seat (adult, senior, child, youth) \$36 to \$70*

* Royal Horse Show ticket prices depend on date and seat location. Subscription tickets are also available.

General Admission - Book Online and Save!

Adult	\$18
Senior (60+)	\$14
Student/Youth (5-17)	\$14
Children 4 and under	FREE
Family Pass for 4 (minimum 1 child)	\$42
Extra Family Member with Family Pass Ticket	\$14

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For more information, or to schedule an interview please contact:

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Prior to November 6th, call (416) 599-0024 ext. 222 or ext. 229

After November 6th, call 416-263-3222