



THIS YEAR'S ROYAL AGRICULTURAL WINTER FAIR OPENS WITH PUCKS AND POLO; ROCK AND RODEO

–World's largest combined indoor agricultural and equestrian show runs November 5th to 14th –

TORONTO, Tuesday, October 12 – Adults and children alike can experience the magic of the fair, as [The Royal Agricultural Winter Fair](#) returns to Toronto this November with its crowd-favorites – livestock barns, horse shows and giant vegetable competitions, as well as amazing new shows and exhibits, including Horse Hockey, celebrity chef competitions, concerts and the Family Fun Stage.

Running from **Friday, November 5 to Sunday, November 14, 2010**, The Royal Agricultural Winter Fair is the world's largest combined indoor agricultural and equestrian show, and showcases innovations in food and agriculture, thousands of livestock animals, and dozens of the world's top equestrian horses and riders. Now in its 88th year, The Royal lets urban dwellers experience the magic of the country.

"The Royal is truly a magical 10-day event. Whether you take in a horse show, or stroll through the barns, you are sure to leave spellbound," said Bob Jadavji, chief executive officer, Royal Agricultural Winter Fair. "You also never know who you might meet at The Fair. Last year, The Royal was officially opened by Prince Charles and Camilla, Duchess of Cornwall, and closed with a visit from Missy the Million Dollar cow - a real-life cash cow that was bought for \$1.2 million just prior to coming to The Royal!"

The Royal's opening Friday will be celebrated with Food Network's celebrity cake-creator extraordinaire Duff Goldman from *Ace of Cakes*, who will make one of his original masterpieces. Duff will then judge a pastry competition between David Adje of *The Opener* and *Iron Chef America* fame and Anthony Mair from Toronto's Harlem Underground. Opening Saturday's line-up boasts an exhilarating horse show and will feature all-new Horse Hockey. Like playing polo – but with a hockey stick, hockey legends Paul Coffey, Darryl Sittler and Rick Vaive will trade in their skates for the saddle! Opening Sunday's Royal Rodeo will round out the weekend – complete with barrel racing, bronc riding, bareback riding and – the toughest sport in the world – bull riding.

The Royal will rock all week, and go out with a bang on Sunday, November 14. Regardless of age, everyone will love closing Sunday's all-new family Variety Show. Hosted by equestrian TV darling Amber Marshall from *Heartland*, the show will feature an all-new celebrity cattle herding competition with Wendel Clark and Hayley Wickenheiser.

When the sun goes down, the fun will continue with concerts by Three Days Grace on Saturday, November 6th, and Marianas Trench and illScartlett rocking The Royal on Saturday, November 13th.

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“For 10 days in November, urbanites have the special opportunity to experience authentic country life, and not only learn about where our food comes from, but actually see animals and agriculture up close,” continued Jadavji.

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 – think of a jet car that runs on canola oil, or a full size house filled with furniture made from grain – every fairgoer will no doubt be impressed.

Knowing that samples of local cheese and jellies will whet the appetites of fairgoers, The Royal boasts several restaurants that serve dishes made from local ingredients. The fun of The Royal continues well after the animals hit the hay, with a nightlife experience that cannot be rivaled. City can truly meet country at various Royal nightlife locales.

NOT TO BE MISSED AT THE ROYAL AGRICULTURAL WINTER FAIR

Awesome 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. This is where fairgoers can see a 10-foot zucchini or sample some of Ontario’s finest foods.

Royal Horse Show

The most prestigious and important indoor equestrian event in North America, The Royal Horse Show continues to captivate audiences. 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.

Precious Pooches at The President’s Choice® SuperDogs Show

Drawing huge crowds for every single one of its shows, The President’s Choice® SuperDogs Show remains one of The Royal’s biggest attractions. From flying Vizslas to Frisbee-playing bulldogs, these canines are not to be missed. Taking cues from their talented trainers, the professional pooches jump gates, race through courses and dance for the crowds.

Million Dollar Moos

Fairgoers are able to walk through the cattle stalls and learn all about the beautiful bovine. Watch the cows get washed, combed, clipped and blow-dried as their owners get them ready to compete. Keep in mind cattle competitions are no small potatoes – at The Royal cows can be auctioned for upwards of \$100,000.

Family Fun Stage

So much family fun! Catch a Splash N’ Boots show, or watch juggler extraordinaire Cobbler Jay, Doo Doo the Clown, or Earth Rangers. You can also have your face painted!

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 5 – Sunday, November 14, 2009**

Friday, November 5 & Saturday, November 6	9:00 a.m. to 9:00 p.m.
Sunday, November 7	9:00 a.m. to 8:00 p.m.
Monday, November 8 to Saturday, November 13	9:00 a.m. to 9:00 p.m.
Sunday, November 14	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) \$28 to \$85*

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

General Admission – Note all prices below include HST

Adult	\$20
Senior (60+)	\$16
Student/Youth (5-17)	\$16
Children 4 and under	FREE
Family Pass for 4 (minimum 1 child)	\$46
Extra Family Member with Family Pass Ticket	\$16
School Group	\$10/student, \$6/chaperone

Group ticket pricing available through THE Group Tix Company at 647-438-5559, or outside the GTA 1-866-447-7849.

Discount general admission passes may be purchased in advance online at www.royalfair.org

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For more information check out www.royalfair.org
The Royal Runs November 5th – 14th, 2010

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Please fill out the media accreditation form at <http://www.royalfair.org/Media>