

**For Release – Tuesday, July 10<sup>th</sup>, 2018 (Photos will be emailed post signing unveil)**

When not-for-profits are supported by outstanding local entrepreneurial business great things can happen. Olds Regional Exhibition (ORE) has operated continuously in the region since 1899 – 119 years. During this time there has never been a business that has demonstrated the benevolence to receive naming rights status. Effective immediately, ORE’s major venues will be named – Big Rack MegaDome and Big Rack Cow Palace Events Center.

Rae and Alison Croteau, owners of Big Rack Rentals in Olds, Sundre and Bonnyville, believe in investing in their community and in rural youth. Their support of agriculture and rodeo events with a focus on youth participation is commendable. This is a partnership that aligns completely with ORE’s core values of “agriculture, youth and community.”

Tracy Gardner, ORE Business Development Manager states, *“Rae and Alison’s support of Summer Synergy, Oldstoberfest and Olds Fall Classic have been vital for the past three years. Big Rack’s major contribution in 2018 and beyond is a game changing influence to annual operations at ORE.”* Big Rack Rentals has supplied top quality industrial generators and power boxes to many events at ORE for several years. Their equipment and customer service is impeccable.

*“Collaboration with the business community is essential to the delivery of ORE’s programs and operation of the facilities,”* says ORE President, Craig Scott. *“This partnership with Big Rack Rentals is significant.”*

Owner, Rae Croteau says, *“Growth and diversification of the economy increases the need for equipment and machinery to serve a variety of industries. For many companies, it makes sense to rent what they need for a particular job, rather than investing in equipment they may only need for a short time.”* Big Rack Rentals inventory and customer service brings access to commercial, industrial and agricultural equipment to all of western Canada. Big Rack Rentals is one hundred percent Canadian-owned, serving the four pillars of Western Canada's economy - Oil & Gas, Construction, Agriculture and Mining - as well as other industries and organizations, with affordable, reliable equipment rentals. Big Rack offers a fleet of equipment including mobile light towers & heaters, diesel generators, tanks, telehandlers, scissor lifts/aerial work platforms, manlifts, loaders, skid steers and a variety of other tools and machinery to see all projects through to completion.

ORE and Big Rack are proud to announce the naming rights to the Big Rack MegaDome and the Big Rack Cow Palace Event Center. Rae concluded the unveil at the Big Rack MegaDome with all of the Summer Synergy youth participants with the following statement, *“At Big Rack Rentals, we’ve made it our mission to respect the needs of businesses, stock the equipment they require and complete the collaboration by providing products and services our customers trust. We are proud to partner with ORE in the agriculture sector.”*

