



For Immediate Release: October 2, 2018

OLDSTOBERFEST 2018 – September 14-15th, 2018

OLDS, AB –

Mother Nature did her best to deter us, but the hardworking volunteers of Oldstoberfest were having none of it and Oldstoberfest 2018 was deemed an overall success!!

The stands started filling up during the Friday Night Pro Rodeo performance and the Classic rockers were ready to dance and sing along with Stricken One and the headliner, Honeymoon Suite – presented by Rock 104. Wildcard continued to warm everyone up as they performed in the Bier Gartens.

While shoppers mingled amongst the fantastic vendors at the Picket Fence Market, the rodeo cowboys showed their commitment to their sport as they competed in slack in the cold and snow. The Mutton Busters and the inaugural Leather and Lederhosen Wild Ride were great additions to the solid rodeo performance produced by C5 Rodeo. The stands were full as the country fans of Oldstoberfest bundled up and showed they were a force to be reckoned with as well as they partied along with Kixxin and the Juno and CMA award winning James Barker Band.

The production of Oldstoberfest 2018 brought in a new attendance record with just over 7000 fans attending the two-day event. Uptowne Olds and the Olds Chamber of Commerce were new participants in Oldstoberfest with the Bavarian your Business Competition. This year's trophy Stein was awarded to Jensen's Men's Wear and Gotcha Jeans. Mountain View Dodge held an Oldstoberfest kick off barbecue featuring a Bovine BS Bingo!! It was a ton of fun for everyone present, raising over \$2000 for a local family in need. The community also saw its fair share of crowns this weekend as visiting rodeo royalty from all over the province, including Miss Rodeo Canada, Brittney Chomistek joined us for the weekend! The queens and local cowboys and cowgirls visited the schools as well as the Senior lodges sharing their love of rodeo with old and new fans alike!!

Oldstoberfest is more than biergartens and rodeo – it also contributes greatly to the town and community of Olds. Over 100K was directly contributed into the community and out of this amount just over \$50,000.00 went directly towards local not-for-profit organizations, charities, sports teams and clubs. All hotels in the area were also at capacity and various local restaurants and businesses saw a noticeable increase in sales.

Our volunteer groups that directly benefitted from Oldstoberfest include:

- ❖ **Olds College Ladies Hockey Team; Olds College Men's Volleyball Team; Olds College Men's Basketball Team; Fillies Ladies Hockey Team; Didsbury Figure Skating Club; Olds Air Cadets; Calico Capers Square Dance Club; Olds Mavericks & Stingers Lacrosse Team; Mustache Riders Fundraising Group; Olds Citizens On Patrol; Olds Grizzlys; Olds Kiwanis; Olds Rotary; Boys and Girls Club; Eagle Beef 4-H; Olds Regional Exhibition; Olds College Rodeo Team; Kiwanis Food Tent; Lions campground; Olds Hospice**

The Oldstoberfest Committee is a very diverse committee, made up of many great individuals including local business owners, entrepreneurs, local council members, residents of the town and Mountain View County, Ag Society members and many local rodeo contestants. They work tirelessly together with the staff of C5 Rodeo to create this unique and popular event for the citizens of Olds and Mountain View County.

FOR MORE INFORMATION: Gillian Grant, Rodeo Coordinator C5 Rodeo

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