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NEWS RELEASE

A trusted Canadian to help kick off the 2009 Calgary Stampede

Calgary –The Calgary Stampede today introduced Canada’s most trusted contractor, Mike Holmes, as Parade Marshal for the 2009 Calgary Stampede Parade, which kicks off The Greatest Outdoor Show on Earth on July 3.

Famous for his trademarked catchphrase, “Make it Right,” Mike Holmes is best known for the television show *Holmes on Homes*™, which is now aired around the world. He is also a spokesman for WorldSkills Competition to be held on Stampede Park in September.

“I’ve lived my life by the same values that the Calgary Stampede represents: Make a difference. Live with integrity. Make it right,” says Holmes. “I truly believe in building a lasting future and restoring the dreams of the past, something the Stampede has been representing for almost a century.”

Eight young Albertans, all members of Team Canada competing at WorldSkills, were also introduced as Honourary Parade Marshals: Daniel Reid (Cochrane), Devon DeBoer (Calgary), Craig Spady (Red Deer), Steven Dingwall (Calgary), Tiffany Vandermey (Calgary), Daniel Green (Drumheller), Matthew Chadder (Millarville) and Brad Chyz (Calgary).

“Mike Holmes is a passionate advocate for the values – integrity, community building and inspiring young people – that are important to the Calgary Stampede and our community,” says Dr. David Chalack, Calgary Stampede president and chairman of the board. “Mike is a terrific representative for the trade industry and for WorldSkills – and he’ll be a wonderful ambassador for the Calgary Stampede. We’re delighted that Mike, supported by these eight young Albertans, will lead this year’s Parade. It will be a fantastic start to The Greatest Outdoor Show on Earth.”

The 2009 Calgary Stampede will offer more value than ever for Calgarians and visitors alike on Stampede Park and throughout the city. It’s an opportunity to Come Down, GetAway to a place where everyone’s a cowboy and cowboys are heroes.

“We expect to host 1.2 million guests for the Calgary Stampede and we can guarantee they’ll be coming to a celebration that will start with the Parade on July 3 and won’t stop until the fireworks on July 12,” says Dr. Chalack. “And the fun happens right across the city, at community centres, workplaces, shopping malls and block parties everywhere. Everyone gets into the Stampede spirit.”

The Stampede, Canada’s truly iconic summer festival, is taking the Greatest Outdoor Show on Earth to new levels of excitement and value in 2009. This year, there are dozens of new features for visitors to enjoy. Just to name a few, there is:

- The Rocktagon – an exciting new digital playground that makes its worldwide debut at this year’s Stampede.

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- Western Oasis – a place where guests can relax and enjoy terrific food and wine along with cowboy art, poetry and music.
- Midway Circus – a family fun feature that will include The Flying Fools High Dive Show, the Freestyle Extreme Motocross and celebrity pig racing.
- Disney’s High School Musical: Summer Celebration! – audiences will experience the ultimate mega-mix as performers sing and dance along to the coolest music from all three hit High School Musical movies.

Along with the new features, new rides and new foods, the Calgary Stampede remains true to its roots with the Rodeo of Champions, the re-formatted GMC Rangeland Derby, one of the world’s most unique agriculture showcases and a Grandstand Show that is totally new and re-energized.

- For the first time ever, prize money for the Stampede rodeo will top the \$2 million mark. The chance to win \$100,000 on Showdown Sunday has drawn 40 current and past champions as part of the strongest field of rodeo superstars ever.
- This year’s GMC Rangeland Derby will feature a new Semi-Final Saturday, as the world’s top 36 chuckwagon drivers and their teams go for over \$1.15 million in prize money.
- Acrobats who soar 80 feet above the audience, Bollywood goes west and the TransAlta Lights Up The Night fireworks display that can be experienced from new viewing areas around the Park: all part of the reinvented Grandstand Show that the Calgary Stampede has taken to a whole new level.

This year, as in the past, more than half of all Calgarians will come down to Stampede Park to take part in one of the largest urban festivals in the world, with its uniquely western flair and celebration. Dr. Chalack adds, “This is the year that the Calgary Stampede will shine, where Calgarians of all stripes and means will be able to come together, watch their kids light up, hold hands with their partner, laugh with friends and even, for a day, get away from it all at our very own world-class event, the Calgary Stampede.”

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The Calgary Stampede is a volunteer-supported, not-for-profit community organization that preserves and promotes western heritage and values. The Stampede contributes to the quality of life in Calgary and southern Alberta through its world-renowned 10-day Stampede, year-round facilities, western events and several youth and agriculture programs. All revenue is reinvested into Calgary Stampede programs and facilities. For more about the Stampede, visit www.calgarystampede.com.