



## FOR IMMEDIATE RELEASE

### **Western Canada's Largest and Fastest Growing Annual Buying Show is on the Move.**

#### ***WRLA Prairie Showcase Buying Show and Convention Announces Move to Calgary for 2015 and beyond***

October 17, 2012 (Winnipeg, MB) Western Retail Lumber Association Inc. (WRLA) Board of Directors are pleased to announce the Prairie Showcase Buying Show and Convention, Western Canada's premiere building materials event, will move to its new location in Calgary, Alberta for 2015, 2016 & 2017.

"As this event continues to expand, not only in size but in relevance and scope, it made sense to bring it to Calgary," said Gary Hamilton, President of the WRLA. "This event is an integral part of the WRLA and enables our members to effectively compete and grow their business in a rapidly changing business environment."

"This move will allow for an innovative floor plan combined with enhanced networking opportunities for our delegates to experience", says Caren Kelly, Show Manager.

"We are extremely excited Calgary has been chosen to host the WRLA Prairie Showcase Buying Show & Convention for three years commencing in 2015. We are confident WRLA will meet its growth expectations by selecting Calgary and we are eager to collaborate with you to ensure a most successful event!" says Jennifer Stewart, Business Development Manager for Meetings and Conventions Calgary!

#### **About the Show**

**The Show dates for 2015 are January 21, 22 & 23.**

The Prairie Showcase offers even more ways than ever for building materials suppliers and retailers to make great deals. The Prairie Showcase Buying Show & Convention the largest shows of its kind in Canada, with over 650 booths and over 265 exhibiting companies. Year after year Exhibitor booths are sold out and with a wait list. Retailers in the lumber and home improvement industry from across Western Canada attend for the excellent deals, new products, and networking opportunities.

#### **About the WRLA**

Established in 1890, the Western Retail Lumber Association Inc. today is comprised of over **1,200** member firms involved in the building supply industry in Western Canada. The WRLA represents the interests of members in Manitoba, Saskatchewan, Alberta, British Columbia, Northwest Territories, NW Ontario, Yukon and Nunavut, providing a forum for the exchange of ideas and information in the industry.

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