

Dear 4-H NS Community,

Distribution: 4-H Nova Scotia Board of Directors, 4-H Nova Scotia Staff, Households Registered with 4-H Nova Scotia for the 2022/2023 year

I am pleased to be sharing positive news with you all as we approach the Holiday Season. At our Annual General Meeting in November, we announced that 4-H Nova Scotia's coveted Provincial Show will return to the Provincial Exhibition Complex in Bible Hill, NS, in 2024. This event, affectionately known as "Pro Show" has grown immensely over the past four decades, and we are proud to be returning to a large venue that has committed to fully supporting our event. As we look forward to celebrating the 44th annual show, we are announcing a new and exciting partnership to ensure this growth trajectory continues into 2024!

Pro Show is known for its packed schedule, with hundreds of classes emphasizing the importance of agricultural awareness and traditional values. At 4-H Nova Scotia, we want to maintain this tradition while offering new opportunities for our members to challenge themselves! **We are thrilled to announce that 4-H Nova Scotia Provincial Show will line up with the inaugural debut of the Nova Scotia Stampede in Truro during Pro Show weekend (September 27-29, 2024)!** We are keen to showcase all that 4-H has to offer to a broader audience and to encourage our members to explore the Stampede events throughout the weekend!

We will share more details about the alignment of these events in the New Year; for now, please share the enthusiasm of welcoming the Nova Scotia Stampede to Truro, NS, in 2024! A copy of the Press Release has been provided below for your reference. Regarding 4-H Nova Scotia Provincial Show, please direct inquiries to Shannon Weckman at Shannon.Weckman@4hnovascotia.ca. For inquiries related to the Nova Scotia Stampede, please reach out to the contact provided in the press release.

Shine your spurs up - we'll see you in the New Year 🤠!

Jay Woodworth, Executive Director
4-H Nova Scotia

PRESS RELEASE: Saddle Up! Nova Scotia Stampede to Gallop into Truro for its Inaugural Debut

Truro, Nova Scotia – December 12th 2023

The greater region surrounding Truro, Nova Scotia is set to play host to an exhilarating fusion of tradition and excitement as the inaugural Nova Scotia Stampede kicks off on in Fall 2024. This new premier event promises to be a highlight on the Maritime calendar, bringing together communities and visitors for a thrilling celebration of Nova Scotia's rich heritage and the spirit of agriculture.

The Nova Scotia Stampede, to be held at the Nova Scotia Provincial Exhibition Complex and the Rath Eastlink Community Centre, amongst other participating businesses and venues is a family-friendly festival that blends the charm of the Maritimes with the excitement of a world class professional rodeo and 4-H Nova Scotia agricultural showcasing. Attendees can expect a weekend filled with thrilling pro rodeo events such as saddle bronc, bareback riding, bull riding, gymkhana, and barrel racing while layered with live musical entertainment, delicious NS grown food, the 44th annual 4-H Nova Scotia Provincial Show and an array of fun activities for all ages.

This new major event is expected to generate an economic impact of \$6-8million for the region and is developed in partnership with the Province of Nova Scotia, the Department of Communities, Culture, Tourism and Heritage, the Department of Agriculture, 4-H Nova Scotia, Rawhide Entertainment and the Central NS Civic Centre Society Ltd.

"I am thrilled to announce the Nova Scotia Stampede, a celebration of our province's rich heritage, vibrant culture and the resilient spirit of our people. This event promises to be a spectacular showcase of Nova Scotian pride, bringing communities together in a spirit of unity and excitement. Get ready for an unforgettable experience as we stampede into a new era of collective joy and shared memories." - Honorable Tim Houston, Premier of Nova Scotia

"Stampedes and agriculture have always had strong ties – this event will bring together those across the Province and beyond to show their pride and share their skills. It's especially exciting that this will take place in the hub of Nova Scotia at the newly modernized Provincial Exhibition Complex and the Rath Eastlink Community Centre." Honorable Greg Morrow, Minister of Agriculture, Province of Nova Scotia

"I am so pleased to share this exciting new major event with our local community and visitors. The Nova Scotia Stampede is not just an event; it's a celebration of community spirit that will create tremendous growth opportunities for tourism and visitation throughout Central Nova Scotia. We have no doubt that through collaborating with our partners the NS Stampede will become the go-to event for our region". - Matt Moore, General Manager, Central NS Civic Centre Society Ltd.

"As we embark on the exciting journey of fostering the Nova Scotia Stampede, Rawhide Entertainment is thrilled to bring an unforgettable experience to Nova Scotia that not only captivates hearts but also upholds the highest standards of equestrian sport! Together, let's create a legacy that blends thrilling entertainment with a deep commitment to excellence and quality service." - BJ Prince, Rawhide Entertainment

"We are elated to partner the tradition of the 44th Annual 4-H Nova Scotia Provincial Show with the excitement of the Nova Scotia Stampede, an event that mirrors 4-H Nova Scotia's values of community, skill development, and wholesome agricultural entertainment. Together this collaborative opportunity will allow 4-H Nova Scotia to further amplify our commitment to nurturing the talents and passions of our youth. Our team and members are excited to embark on a journey that symbolizes the fusion of tradition and innovation, creating an unforgettable experience for participants and spectators alike." - Mila MacLean, President of 4-H Nova Scotia

Event Details:

Date: September 2024

Primary Venues: Rath Eastlink Community Centre & Nova Scotia Provincial Exhibition Complex

The Nova Scotia Stampede is made possible by the support of the Province of Nova Scotia, Rawhide Entertainment, the Central NS Civic Centre Society and the vibrant communities surrounding Truro and the Municipality of Colchester. Together, we invite everyone to join us in this exciting venture as we create lasting memories and celebrate new and old traditions.

For media, sponsorship and partnership inquiries, please contact:

Mike Smith - Director of Partnership & Communications via email at msmith@thereccc.ca

Or

Kevin Bushey - Director of Live Entertainment & Hospitality via email at kbushey@thereccc.ca

Follow us online for updates and announcements

www.novascotiastampede.com