



Provincial Exhibition of Manitoba

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Media Release

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For Immediate Release

6 Days in Denim Winners for 2010

The Provincial Exhibition of Manitoba is pleased to announce the winners of the 6 Days in Denim Contest. This year's first place winner is Union Shoe Store, and the second place winner is Westoba Credit Union (Souris Branch).

6 Days in Denim is a fast growing tradition for many Westman businesses when it comes time to celebrate the Royal Manitoba Winter Fair. A little bit of a contest and a whole lot of community spirit make up the 6 Days in Denim. When businesses participate in the Royal Manitoba Winter Fair Marketing program, they can compete for two great prize packages!

As first place winners, Union Shoe Store had a very unique display which incorporated a large fair-style ribbon, lots of banner wrap and posters. They also included the Royal Manitoba Winter Fair in their recent print and radio advertising. They will receive eight pairs of jeans, eight adult passes to the Winter Fair, eight souvenir Winter Fair pins, a backstage tour of the Winter Fair, as well as VIP seating.

The second place recipients, the Souris Branch of Westoba Credit Union, included a number of western themed props and an abundance of posters and banner wrap. They will receive four pairs of jeans, four adult passes to the Winter Fair, four souvenir Winter Fair pins, and VIP seating.

The Provincial Exhibition of Manitoba wishes to thank Giant Tiger for making the 6 Days in Denim promotion possible with their sponsorship.



For further information, please visit www.brandonfairs.com or phone 204-726-3590 (or toll free 1-877-729-0001). Inquiries may also be directed to info@brandonfairs.com.

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The Provincial Exhibition of Manitoba is a non-profit charitable organization with the purpose of showcasing agriculture and linking urban and rural through education and awareness while providing entertainment, community pride and economic enhancement of the region.