



CLOVERDALE RODEO AND EXHIBITION ASSOCIATION ENHANCES POPULAR WEEKLY MARKET

For Immediate Release (May 3, 2011)

Surrey, British Columbia – Starting June 4th, one of the great traditional outdoor markets in British Columbia, the Cloverdale Flea Market, will begin adding additional vendors, attractions, and product offerings to expand the current eclectic mix. The organization which is home to the popular weekly event, the Rodeo and Exhibition Association (CREA) will be partnering with the longtime event organizer to bring an enhanced experience to current market fans while looking to expand its weekly attendance.

"We're very pleased to be in much more of a partnership role with the operator in order to bring some of the entertainment event expertise of our organization to an already extremely popular event," says CREA General Manager Dave Melenchuk. *"We went through an RFP process to explore options to the Association and in working through that process felt our current operator was the best potential partner for us, and we're excited to become more actively involved in this local tradition. Patrons can expect the same great flea market as before, along with additional elements for the whole family to enjoy."*

New and existing market vendors will be encouraged to participate in the new format, with additional programming anticipated to attract even more attendees. For information about how to set up a booth at the event call Sam at 604-856-1100 or visit: www.cloverdalefleamarket.ca.

Flea Market Fast Facts:

- Average number of vendors: 150 - 200
- Average weekly attendance: 3,000 – 5,000
- Admission price: \$1.50
- Range of products: everything imaginable, from antiques to plants to tools
- Years in operation: 33
- Dates and hours: Sunday's throughout the year, some exceptions apply. Check cloverdalefleamarket.ca for a complete calendar. The market runs 6am – 4pm on operating days.

Coming soon:

- Online booking & payment via Cloverdalerodeo.com
- Special seasonal offerings
- Enhanced on site food offerings
- Estate sales & auctions
- Garage sale opportunities
- Entertainment
- Product demonstrations

About:

The Cloverdale Rodeo and Exhibition Association is the non-profit organization that manages the world famous Cloverdale Rodeo & Country Fair held every year on the May long weekend at the Cloverdale Fairgrounds in Surrey, British Columbia.

For more information on the Cloverdale Rodeo & Exhibition Association and the 65th annual Cloverdale Rodeo and the 122nd Country Fair visit: www.cloverdalerodeo.com.

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Reference:

Laura Ballance
Cloverdale Rodeo and Country Fair
604-637-6646
604-771-5176 (cell)
laura@lbgm.ca