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**EDMONTON'S  
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## EXPLORE EDMONTON ANNOUNCES TITLE SPONSOR FOR K-DAYS

**May 17, 2023, Edmonton, AB** – The chance to escape the everyday doesn't come around every day, so you're invited to escape in style this July with Edmonton's Best Hotels and Explore Edmonton. Both organizations are thrilled to announce Edmonton's Best Hotels as the title sponsor of K-Days; Alberta's oldest and longest running summer Fair.

"Edmonton's Best Hotels is extremely proud to be the title sponsor of K-Days 2023. Edmonton's longest running fair is celebrating its 144<sup>th</sup> year and welcomes hundreds of thousands of Albertans to celebrate our outdoor festival summer season. With exhilarating attractions, world-renowned artists, tantalizing food vendors, and mesmerizing exhibitions, we welcome you and your family to join us at K-Days this year, because the best days are K-Days!" said Bernie Yerxa, Chairman of the Board of Directors for Edmonton Destination Marketing Hotels which owns the Edmonton's Best Hotels brand.

This addition to K-Days builds on a partnership already created between these two important tourism entities. Explore Edmonton Corporation and EDMH [signed](#) a Memorandum of Understanding (MOU) in 2022 to work collaboratively with marketing investments to bolster the city's tourism and hospitality sector recovery.

"K-Days provides something for everyone while keeping the nostalgia from its rich history and showcasing new experiences that celebrate Edmonton," says Arlindo Gomes, Explore Edmonton's Vice President of Business Development and Venue Management. "Our partnership with EDMH creates opportunities to elevate the Edmonton experience, and what follows is economic impact. We are fortunate to have partners who strive to make Edmonton a four-season destination of choice and help lead the charge for the recovery of our industry."

Originally held by the Edmonton Agricultural Society at the first Fort Edmonton site, the first fair showcased locally produced livestock, grain, vegetables and handiwork and attracted 500 people. "K-Days began in 1879 as the Edmonton Exhibition," says Amanda Frigon, Explore Edmonton's Director, Fair and Rodeo. "It was a time to come together from near and far, to share knowledge, and to celebrate. We are thrilled that our partnership with EDMH continues to grow, and together we aim to provide the backdrop for Edmonton's best ten days of the year."



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Today, K-Days draws over 760,000 visitors, who come for unique experiences from a delicious fix of fair food to the thrilling midway rides and concerts every night. The best days are K-Days, beginning July 21<sup>st</sup>. Visit [k-days.com](http://k-days.com) for more and see you this summer!

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### **About Edmonton Destination Marketing Hotels (EDMH)**

EDMH, which was formalized in 2013, is a non-profit tourism and hospitality association in Alberta's capital. We are a member driven organization representing over 50 Edmonton based hoteliers from international chains to locally owned boutique hotels. EDMH owns and operates [Edmonton's Best Hotels](http://Edmonton's Best Hotels).

### **About Explore Edmonton**

We are the visitor economy and venue management organization for Edmonton. Together, we tell our city's story, elevate the Edmonton experience, and generate inbound visitation. In collaboration with our hotels, attractions, and businesses, we strive to make Edmonton a four-season destination of choice, delivering year-round transformational visitor and guest experiences. For more information, visit [exploreedmonton.com](http://exploreedmonton.com).

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