



**FOR IMMEDIATE RELEASE**

**May 26, 2010**

**Annual Alberta foodservice industry event to re-launch in October 2010**

**Toronto** – The Alberta Foodservice Expo -- formerly known as the Alberta Foodservice Show, a long-standing annual event for the foodservice industry -- will be taking place at the Calgary Exhibition & Stampede Grounds (BMO Centre) on October 24 and 25, 2010.

Previously owned and operated by the Canadian Restaurant and Foodservices Association (CRFA), the event was recently acquired by MediaEdge Communications Inc., publishers of numerous industry trade magazines, including Canadian Restaurant & Foodservice News (CRFN), and operators of a wide range of industry trade shows and conferences.

The acquisition complements a successful media partnership between MediaEdge and CRFA, which will be the title sponsor of the show and work closely with MediaEdge to develop and promote the event.

“The opportunity of providing foodservice professionals in Alberta, Saskatchewan and Manitoba with an event that they can call their own was top of mind as we began to explore this opportunity with the CRFA,” said Chuck Nervick, Vice President of MediaEdge. “MediaEdge has had the pleasure of operating many successful events in this region, and we know that the individuals located in these provinces support events in ways unlike many other parts of Canada.”

MediaEdge and CRFA recently co-hosted an organizing committee meeting in Calgary with a number of foodservice industry professionals in attendance.

“The feedback and great ideas we received at the organizing committee meeting and in dozens of conversations afterwards has helped tremendously with the development of our overall business and marketing plans,” said Nervick. “We are committed to making this year’s and all future Alberta Foodservice Expos as beneficial as possible to delegates, exhibitors and event sponsors. We have created an overall plan that will make this event unique and attractive and we are looking forward to October when the industry gathers in Calgary.”

The show will feature a wide range of offerings, including exhibits of leading-edge products and services, an in-depth educational program, industry awards, networking events, special pavilions, local/organic producer marketplace sections, cooking stages, celebrity guests and much more. All of the show activities will be developed by the event organizing committee and others in the industry that have provided and will continue to provide feedback and ideas.

“Based on their solid track record, we’re confident that MediaEdge will provide this important region with an event the entire foodservice industry can be proud of,” said Garth Whyte, President and CEO of the CRFA.

“I have reviewed the strategy and initial working plan for the Alberta event, and it is very much in synch with CRFA’s goals, which are to provide foodservice operators with resources to help them grow and prosper, and to highlight to government the innovative and entrepreneurial spirit of this industry. My team and I look forward to collaborating with MediaEdge on this exciting initiative and participating in the event in October.”

#### **About MediaEdge Communications Inc.**

*For more than 20 years, MediaEDGE has launched, managed and produced market-leading, well-recognized, print and digital publishing, conference and trade show products within a variety of industry-specific sectors, positioning MediaEDGE among the most respected organizations in this field.*

#### **About CRFA**

*CRFA is Canada's largest association dedicated to the foodservice industry, with 33,000 members representing restaurants, bars, caterers, institutions and other foodservice providers, as well as suppliers to the industry. Through government lobbying, money-saving programs, and access to the latest news, research, products and services, CRFA helps its members across Canada to grow and prosper.*

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