



RECORD CROWDS ATTEND WEST COAST WOMEN'S SHOW

Sales and attendance up at B.C.'s largest women's event

Abbotsford, B.C. – Thousands of women flocked to the West Coast Women's Show last weekend for the most successful show in the event's nine-year history. More than 26,000 guests attended B.C.'s largest women's event, which occurred October 23 to 25, 2009 at TRADEX in Abbotsford.

Attendance surpassed last year's record turnout and has now risen by 150 per cent over the past four years, and this year's visitors showed unprecedented support of the more than 400 show exhibitors.

"The overall sales this year were unbelievable," said Show Producer Murat Olcay. *"With so many booths and terrific exhibitors, there was something for everybody and visitors obviously responded."*

Exhibitor Skip Gibson from George's Cream said the show was a huge success for his company.

"We now have been in seven women's shows across Canada, in Calgary and Toronto, and the West Coast Women's Show was greatly promoted and was definitely the busiest show we have done, start to finish," said Gibson.

With celebrity guests, new exhibits and one-of-a-kind special events, the West Coast Women's Show has built on its reputation as a must-visit show for women from all walks of life. In fact, it was recently named one of the 50 Fastest-Growing Trade Shows in North America for the third straight year by *Tradeshaw Week*, a respected industry magazine, as well as one of the top ten consumer shows in B.C. by Business in Vancouver. On November 14, Olcay will travel to Houston, Texas for the Fastest 50 black-tie gala, where the fastest growing tradeshow overall and category leaders in the private sector, the association sector, and the consumer sector will be unveiled.

An expanding number of show highlights like the 911 Fashion Show and the Worlds of Taste Zone, and high-caliber celebrity guests such as *The Young and the Restless* star Daniel Goddard along with Colin McAllistar and Justin Ryan from HGTV's hit program *Colin and Justin's Home Heist*, have also proved key to the show's success.

"Colin and Justin were a huge hit and handed out some terrific design advice – and a lot of laughs," said Olcay. *"And the women loved Daniel Goddard, whose good looks were equally matched by his wit and charm."*

Organizers are now planning the 10th annual West Coast Women's Show, scheduled for October 22 to 24, 2010. **For more information, visit www.westcoastwomen.net.**

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Reference:

Lara Gerrits
Laura Ballance Media Group
604-252-3613 (office) / 604-805-9545 (cell)
Lara.Gerrits@LBMG.ca
www.westcoastwomen.net