



FOR IMMEDIATE RELEASE

August 24, 2026

The Wheat City Fall Festival

Brandon, MB - The Keystone Centre is pleased to present the first annual Wheat City Fall Festival for 3-exciting days September 18-20, 2026, being held on The Keystone Centre Grounds in Brandon, MB starting at 5:00PM on Friday! The festival is about community, supporting local and loving local. It will be a family-fun weekend featuring the **Select Shows Midway, local vendors, live entertainment, and delicious food options from Westman-area food trucks; experience local entertainment and cheer on our hometown team, The Brandon Wheat Kings.**

Keystone Centre CEO and General Manager Connie Lawrence says the festival is an opportunity to bring the community together and celebrate local businesses, organizations and entertainment. **"It is a chance for our community to get together to shop local, support local and love local. We want to shine a light on everything our community has to offer; creating a weekend where families can come together and enjoy everything that makes Brandon such a great place to live, work, and play."**

The timing of "The Wheat City Fall Festival" is also significant, as the community comes together just before the Brandon Wheat Kings hit the ice to kick off their 2026-2027 season. **The Brandon Wheat Kings will host their home opener on Friday, September 18, 2026, at 7:00PM at the Keystone Centre,** adding even more excitement to an already action-packed weekend. The excitement continues Saturday afternoon from 2:00PM – 4:00PM, when you'll have the opportunity to join your favourite Wheat King on a ride, or head over to the Fan Zone for a photo and autograph! **"We're excited to be part of the first-ever Wheat City Fall Festival and to help kick off a great weekend in our community,"** said Mike Filipchuk, VP of Business Operations with the Brandon Wheat Kings. **"With our home opener on Friday and our players joining the festival on Saturday, it's a great opportunity for families to enjoy the weekend and experience everything Brandon and Westman have to offer. We're proud to be part of it."**

Hours of operation:

- Friday, September 18 from 5:00PM – 11PM
- Saturday, September 19 from 12:00PM – 10PM
- Sunday, September 20 from 12:00PM – 6:00PM

There is a \$5.00 entry fee for everyone; 2 years and under are free!

Wristbands for rides:

- Friday - \$35
- Saturday - \$40
- Sunday - \$35

Partial proceeds will go to Westman Dreams for Kids. Danna Rudniski says, **“Events like this are what make a community truly special – bringing people together to support local, celebrate local, and create lasting memories. Westman Dreams for Kids is proud to be part of a weekend that celebrates the incredible people, businesses, food, and entertainment that make Westman such a great place to call home.”**

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About the Keystone Centre

The mandate of the Keystone Centre is to enhance the lives of Westman residents through providing a safe, family-friendly, multi-functional, full-service facility for use in a wide range of events, meetings, entertainment, agricultural and recreational activities throughout all seasons, accessible to everyone in the community.

To learn more about the Keystone Centre visit www.keystonecentre.com

For media interviews please contact:

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