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NEWS RELEASE

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WRLA Changes Show Name to the WRLA Building & Hardware Showcase

New name better represents the purpose of the event

WINNIPEG, MB --The Western Retail Lumber Association (WRLA) is pleased to announce the name change of its Buying Show to the WRLA Building & Hardware Showcase. As the show, as well as member businesses and the goals of attendees, has evolved and grown over the years, the new name better reflects the purpose of the event today.

The WRLA show has been bringing together member businesses from across Western Canada for nearly 30 years. Exhibitors, attendees and partners can still expect the high-quality event that WRLA has become known for, with opportunities to build relationships, discover and purchase new products, do business, attend education sessions, and have some fun.

"The show has naturally evolved over the years and we are continuing to adapt and strengthen it to better represent the ways our members do business nowadays. The name change was a much-needed way to capture this growth," says Liz Kovach, WRLA president. "Between the new name and the move to Winnipeg for 2021, a new era is upon us, and members will see these changes are only going to enhance the event they look forward to each year."

The WRLA Building & Hardware Showcase will be held on January 21 and 22, 2021 in Winnipeg, Manitoba. WRLA represents 1,200 member firms in the building supply industry across Western Canada, including hardware stores, manufacturers, suppliers and lumberyards.

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