



CANADIAN NATIONAL EXHIBITION  **THEEX.COM**

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March 4, 2025

Welcome to the CNE Ambassador of the Fairs Program!

We hope your participation gives you the opportunity to highlight all your wonderful accomplishments and that you have a great learning experience.

Please see links on this webpage for the Entry forms and the Rules & Regulations governing the **2025/2026 CNE AMBASSADOR OF THE FAIRS Program**.

ONLINE application: apply and find all pertinent information such as rules & regulations, itinerary, etc. at www.theex.com (live as of March 1, 2025)

We continue to observe the changes made to the Ambassador Program in 2018 and below are the highlights:

- There will be no crowns for the program weekend. We ask that all Ambassadors wear their sash and/or medallion only.
- Dress code for the semi-finals and finals will be business professional as if you are dressing for a job interview.
- At semi-finals all participants will have prepared a one minute speech that they will read. Please choose one of the following topics: agriculture; agricultural societies; the importance of agricultural societies; some aspect of your fair; or pride of place (eg. How special your home fair might be; how the CNE exemplifies how special Ontario agricultural fairs are; etc.), or what it means to be a Canadian.
- At the finals, all participants will read a 140 character description of themselves. This 140 character description will be created at one of the seminars at the CNE. This can be described as an elevator talk – you meet a potential employer on the elevator and have to sell yourself before you reach their floor.
- At finals there will be seven semi-finalists chosen who will present speeches. For further details, please refer to clause #10 of the rules and regulations.
- The three finalists will be given the same impromptu question. During each finalist's turn, the other two finalists will be sequestered.
- **Personal Bio:** we ask that participants send a short personal bio (100 words maximum) which should also be brought along in a USB or electronic device. There will be a seminar on bio writing and you will have the opportunity to revise your original bio if you wish.

- **Photo:** during the online application process you will be asked to upload your photo. If you are unable to upload your photo at that time, please email us at agriculture@theex.com
- **Fair Secretary:** please note that aside from your application form there is also a form **to be completed by your Fair Secretary**, which can also be done online.

The CNE Ambassador of the Fairs winner will receive \$3,500.00.

The following prizes will also be awarded to the Agricultural Societies of the 7 semi-finalists:

1st - \$500.00
2nd - \$350.00
3rd - \$250.00
4th - \$100.00
5th - \$100.00
6th - \$100.00
7th - \$100.00

The official Entry Forms must be completed and received by the CNE Agriculture Department by no later than April 30, 2025.

Thank you for your co-operation. If you have any questions, please do not hesitate to contact Carmen Harany - Agriculture Program Manager at (416) 263-3835.

We look forward to welcoming you to the CNE Ambassador of the Fairs Program 2025!

Sincerely,

CNE Agriculture Team
agriculture@theex.com