

## FOR IMMEDIATE RELEASE

### **MCBAIN ANNOUNCES THE MAYFIELD SQUARE GRAND OPENING TENT EVENT ON SEPT. 7, 2024**

*The New Location Will Host an Outdoor Photographic Trade Show Featuring Every Major Brand, Exclusive Sales, \$10,000 in Giveaways, Special Presentations and More*

**EDMONTON, AB, Aug. 19, 2024** – McBain Camera Inc., Alberta's largest photo retailer and hub for the province's creative community since 1949, is proud to announce the grand opening of our new modern location in Edmonton's Mayfield Square. The new space is designed to provide our customers with a bright, comfortable environment to get hands-on experience with our products and receive expert consultation.

To celebrate, McBain is hosting a unique outdoor photo trade show complete with workshops, exclusive sales, live draws for over \$10,000 worth of door prizes and a whole lot of fun! Every major camera brand will attend, including Canon, Fujifilm, Nikon, Sony, and more. McBain invites the press and public to this momentous occasion on Saturday, Sept. 7, 2024, from 10:00 am to 4:00 pm.

"The new Mayfield location is all about education, conversation, and trying out new equipment," said McBain General Manager Rene Rodrigue. "We've built this new store with those goals in mind, so there is much greater access to playing with equipment, as well as space provided to educate our customers and have conversations about their needs. We are very excited to welcome new and familiar faces to come down and explore the new space at the grand opening."

Rene says the most exciting new facility in our Mayfield location is the McBain Creator Classroom, which will host presentations at the grand opening from professional photographers and educators Larry Louie, Erica Robinson and Shane Turgeon. Each workshop will take on a unique topic that will thrill and inspire photographers to further hone their craft.

Customers can also learn directly from the brand experts on the trade show grounds, where the photo industry's biggest heavy hitters will showcase the best cameras, lenses, and accessories. Representatives from Canon, Fujifilm, Godox, Nikon, Panasonic, Peak Design, Sigma, Sirui, Sony, Tamron, Zhiyun, and more all look forward to having in-depth conversations with customers eager to find the best solution for their imaging needs.

Thanks to the generous support of our suppliers, over \$10,000 in door prizes will be given away at the Mayfield Square Grand Opening. All attendees on Saturday, Sept. 7, qualify to enter the draw for a laundry list of fantastic prizes, including 75 McBain Gift Cards worth up to \$250, two Fujifilm

Instax SQ1 cameras, a Nikon Z30 Camera, a Sony ZV-1F Camera, a Panasonic Home Audio System, a Tamron 28-75mm f2.8 Lens, a Brodie Omega 1.1 Bicycle, and much more!

McBain invites photographers of all skill levels, media representatives, and the public to visit McBain's Mayfield Square for an unforgettable day exploring the expansive world of imaging. The store is located at 10452 Mayfield Road NW, and gates to the trade show open at 10:00 am.

### **About McBain**

Founded in 1949, McBain Camera Inc. is Alberta's premier retail photography chain. Celebrating its 75th anniversary in the photographic industry this year, McBain carries a rich history of providing dedicated customer service to passionate creators across the country. We use our expertise to empower our community to capture extraordinary moments and inspire new possibilities through imaging.