



For Immediate Release

Alberta Beef Producers launches youth contest

(Calgary, Alberta) March 8, 2010 – What does Alberta Beef Producers mean to you? If you are between the ages of eight and 21, and are involved in Beef 4-H, junior cattle shows or beef production – this is your opportunity to win one of three prizes in the Carl Lewring Contest. Tell us what Alberta Beef Producers means to you, in your own unique way. An entry may be submitted as an essay, YouTube video, radio advertisement, social media campaign, poster, cartoon, press release or any other form of communication tool. Three prizes are available:

1st Place - \$1,500
2nd Place - \$1,000
3rd Place - \$500

Send your entry form (available at www.albertabeef.org/consumers/contests) and contest submission to:

Lori Creech
Communications Manager
Alberta Beef Producers
320, 6715-8th Street, NE
Calgary, AB T2E 7H7
E-mail: loric@albertabeef.org

We must receive your entry by midnight, May 14, 2010 to be eligible to win. The winners will be determined by a panel of judges at the ABP Semi Annual Meeting on June 9, 2010 and will be contacted on or before June 14, 2010.

Carl Lewring was a beef producer in Southern Alberta who passed away several years ago. He granted some funds to Alberta Beef Producers, who in turn created this contest in his honour.

The nearly 28,000 beef producers in this province have an organization which represents their collective interests – the Alberta Beef Producers. Run by producers for producers, ABP is dedicated to supporting a truly sustainable, competitive and profitable cattle and beef industry for the benefit of all Albertans.

For more information contact:

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