Alberta Beef Producers launch new campaign

(Calgary, Alberta) July 24, 2008 – Members of the media are invited to attend the launch and unveiling of the new Alberta Beef Producers' campaign. This exciting tribute the Alberta beef industry kicks off a new phase for the organization.

The festivities take place at the Bar U Ranch National Historic Site of Canada and will begin at 1pm. Speeches and the unveiling will begin at 1:30pm, followed by lunch and entertainment.

Roy Ekhert, Promotions Committee Chairman, Alberta Beef Producers, will host the event, and local public officials and beef producers will be present. As well, the artist who has created the new campaign will be available for questions.

Join us for the launch of this new phase for the Alberta Beef Producers, good food and a fun afternoon in a beautiful setting. We hope to see you there!

MEDIA WISHING TO ATTEND PLEASE NOTE:

Date: Monday, August 4, 2008
Time: 1-4pm; lunch at 2pm
Location: Bar U National Historic Site of Canada
Address: 13 km south of Longview, AB, on the corner of Highways 22 and 540

For more information contact:
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