

For Immediate Release

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AGRIBITION SEEKS AUCTIONEERING'S 'CHAMPION OF CHAMPIONS'

Canadian Western Agribition (CWA), Western Canada's largest agribusiness show, today announced the launch of a new event, Winners Circle, which will feature Canada's top auctioneering talent.

This event will bring together champions from past national-level auctioneering competitions.

"This has never happened before in the history of Canadian auctioneering. Traditionally, when someone becomes a grand champion in auctioneering, they don't return to defend their title. Many of these auctioneers will be facing each other in competition for the first time," said Marty Seymour, General Manager and CEO of CWA.

Contestants will compete by selling the Horse Pull teams, a popular attraction at the show in its own right. Added to the mix will be some donated items that will appeal to anyone's palate.

The event is being sponsored by Ritchie Bros. Auctioneers, the world's largest industrial auctioneers and a long-time supporter of Agribition.

"We see this as a great opportunity to give back to the Saskatchewan agribusiness people we deal with on a daily basis. This is a brand new event that promises to be a lot of fun and also show off a very high calibre of auctioneering skill for the Agribition audience," says Brennan LeBlanc, agricultural marketing manager for Ritchie Bros. Auctioneers Saskatchewan branch.

LeBlanc confirmed that style, not dollars, are what counts the most in auctioneering competitions.

"We will have a panel of expert judges rating the contestants on a number of professional qualities, such as the style and quality of their chants. Ultimately, the judges will have to answer the question 'would you hire this person?'" says LeBlanc.

The Winners' Circle auctioneers competition and reception will take place on the evening of November 22nd during Canadian Western Agribition in the Brandt Centre at Evraz Place.

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