

Canadian Western Agribition to Join CYL Mentorship Program

For immediate release

Tuesday, November 20, 2012

Canadian Western Agribition (CWA) and the Cattlemen's Young Leaders (CYL) program are pleased to announce that CWA has joined on as a future mentor for the youth mentorship program of the Canadian Cattlemen's Association (CCA).

CWA is among the first agriculture events to sign up for this new category recently launched by the CYL. The future mentors category enables the CYL to broaden its base of mentors who see value in the program. The full selection of beef industry leaders eager to contribute their knowledge to the program can be found on a new page on the CYL website called Future Mentors.

CYL Program Coordinator Jolene Noble said as the CYL program continues to gain in popularity it is necessary to continue to evolve and improve the program through the introduction of new ideas like the Future Mentors category. The CYL program and CWA share similar goals, values, and objectives when it comes to the future of the beef industry in Canada, so teaming up in this fashion makes sense.

"Agribition's commitment to mentor when the appropriate candidate comes along is welcomed. This impressive event is multifaceted and would offer a CYL candidate a wealth of opportunities. We would encourage CYL applicants to visit the new Future Mentors webpage for updates as additional impressive mentors come on board," she said.

Agribition is the best beef show in North America, said Marty Seymour, CEO of Canadian Western Agribition. "It is important for us to give back to our young people and invest in the future of the cattle industry."

Mentors in the CYL program will provide industry specific training and insights to beef enthusiasts between the ages of 18 to 35. Mentees for the 2013 -14 program will be selected in March at the CCA Annual General meeting in Ottawa and mentors will be chosen shortly thereafter by the CYL mentor selection committee.

Several CYL participants will be attending CWA this week exhibiting cattle and connecting with producers and consumers at the Saskatchewan Cattlemen's Association booth. Those in attendance include: Jeff Yorga (Flintoft, SK), Brodie Haugan (Orion, AB), Ryan Hurlburt (Saskatoon, SK), Tyson Lowe (Nanton, AB), Sheldon Kyle (Redvers, SK), and Allison Porter (Kinistino, SK).

For more information please visit: www.cattlemensyoungleaders.com

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