



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Agribition and Semex Partner for a New Purebred Beef Jackpot

REGINA, SASKATCHEWAN – Canadian Western Agribition (CWA) will host a new bull calf jackpot event at Agribition in 2015.

President's Classic presented by Semex, will take place in the Chevrolet GMC Stadium on Tuesday, November 24th.

A panel of three experts will judge bull calves within their breed, culminating in a grand finale featuring the champion of each breed vying for the *President's Classic* title. The total payout for the event will exceed \$7,500.

"Semex is proud to be a part of this inaugural and exciting event. Bulls are our business and we are happy to support Agribition's platform to identify the next great group of future herd sires developed by purebred beef breeders," says Myles Immerkar, Manager of Global Beef Programs with Semex Alliance.

"Agribition is the country's largest purebred beef show," says CWA Beef Committee Chair, Chris Lees. "Integrating *First Lady Classic* and *President's Classic* is an ideal way to kick off the week."

Agribition drew in over 800 visitors from over 70 countries last year. "These types of competitions are a catalyst in securing exports to new markets; they are widely regarded as an integral part of marketing beef cattle genetics for our producers," says Lees.

First Lady Classic, presented by Merck, is also a jackpot event which sees judges select the top yearling heifer at Agribition. Last year the total amount paid out in *First Lady Classic* was \$7,600.

Entries for *President's Classic* and *First Lady Classic* close October 1st.

For more information, please contact:

Chris Harris, Communications Associate

P: 306.924.9583 C: 306.551.1713

charris@agribition.com

Canadian Western Agribition (CWA), located in Regina, Saskatchewan, is the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features horses, bison, sheep, goats and an extensive agribusiness trade show. CWA continues to promote the expansion, development and interest in agriculture. The 45th edition of CWA will be held November 23-28, 2015.

Box 3535, Regina, Saskatchewan, Canada S4P 3J8 | P: 306.565.0565 | F: 306.757.9963 | E: info@agribition.com

www.agribition.com