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NEWS RELEASE

International Youth Livestock Show enhanced by new partnership

Calgary – The Calgary Stampede and Olds Agricultural Society are pleased to announce an innovative partnership that will result in a fresh and exciting new direction for the popular International Youth Livestock Show.

In year's past, the International Youth Livestock Show has been an integral part of the annual Calgary Stampede, with competition taking place over the last four days of The Greatest Outdoor Show on Earth. Approximately 90 participants, mostly from communities in Central Alberta, competed in the annual show with special guests from across Canada and the US.

This year, under the new partnership and with the support of Alberta 4-H and Alberta Junior Beef Breed Associations, a much larger, intense and integrated competition will take place at Olds Agricultural Society from July 11 to 16, with the winners in several categories moving on to a Supreme Championship Final at the Calgary Stampede on Saturday, July 17. Over 250 competitors from across western Canada are expected to participate in this collaborative programming between Calgary Stampede and Olds Agricultural Society.

"The International Youth Livestock Show is an engaging way to showcase the keen and knowledgeable future youth of agriculture," says Tracy Lundago, chair of the Stampede International Youth Livestock Show committee. "This new format will allow us to increase industry awareness, act as a conduit between industry and youth and reward personal development and achievement from competitors across Canada and around the world."

Young enthusiasts demonstrate their stewardship skills in sheep, dairy cattle, heavy horse or beef species classes and will compete this year for more than \$30,000 in scholarship money and prizes.

"Agriculture and youth programs are fundamental to preserving and promoting western heritage and values," says David Sibbald, Calgary Stampede board director, who has been very involved in the redevelopment of the program. "The Stampede takes a serious role in showcasing the agriculture industry."

This unique and dynamic program is the first of its kind to elevate and enhance opportunities and experiences for all livestock youth and will remain steadfast and sustainable within industry.

- 30 -

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The Calgary Stampede is a volunteer-supported, not-for-profit community organization that preserves and promotes western heritage and values. The Stampede contributes to the quality of life in Calgary and southern Alberta through its world-renowned 10-day Stampede, year-round facilities, western events and several youth and agriculture programs. All revenue is reinvested into Calgary Stampede programs and facilities. For more about the Stampede, visit www.calgarystampede.com.

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