



May 27, 2010

NEWS RELEASE

Agriculture's youth hope to reign 'supreme' in 2010

CALGARY – Supreme champion. It's a title worth aspiring to, and it'll be shared by five of the agriculture industry's brightest young lights at this year's Calgary Stampede.

The International Youth Livestock Show has traditionally been an integral part of the Calgary Stampede, with competition taking place over the final four days of The Greatest Outdoor Show on Earth.

In 2010, however, the annual competition — which showcases the future custodians of agriculture — will head in a fresh and exciting new direction, and become a collaborative effort between the Stampede and the Olds Agricultural Society called Summer Synergy 2010. A much larger, intense, and integrated competition, Summer Synergy 2010 is expected to draw more than 250 competitors from across Western Canada.

And an exciting component of this new partnership is the introduction of the International Youth Livestock Supreme Championship, which will be integrated into the Stampede's UFA Steer Classic on July 17.

After a seven-week odyssey that begins, for some, with 4-H on Parade at Stampede Park, from May 28 to 30, five young competitors who display exceptional conformation and presentation of their respective species project will be crowned under the Stampede's Big Top on July 17 in various classes — Supreme Purebred Beef Champion, Supreme Commercial Beef Champion, Supreme Dairy Champion, Supreme Heavy Horse Champion, and Supreme Sheep Champion.

"This will give our youth a greater experience, a higher level of competition, and truly a champion that will be named the 'best of the best,'" says Tracy Lundago, who chairs the Stampede's International Youth Livestock committee. "From an exhibitor perspective, it really elevates their Stampede experience to take part in a signature event, like the UFA Steer Classic, that's attractive to the public.

"Judging is based on overall high conformation quality," adds Lundago. "And the top exhibitors have done a 'supreme' job of presentation, so their skills in presenting those animals in a very competitive manner are noteworthy."

From a field of several hundred, about 24 champions in the beef, heavy horse, dairy and sheep classes will be invited to compete in the International Youth Supreme Championship, held in conjunction with the Grand Champion Steer class at the UFA Steer Classic. All of these competitors, aged from 9 up to 20, will have earned a winner's ribbon in the weeks leading up to the Stampede — either at 4-H on Parade; the Provincial 4-H Beef Heifer Show, in Olds, from July 11 to 13; the International Youth Heavy Horse Show, in Calgary, on July 12; the Provincial 4-H Dairy Show, in Olds, from July 13 to 16; or the Summer Synergy show, from July 13 to 16.

"The UFA Steer Classic has a long-standing tradition with the Stampede and the agricultural community, and it showcases the beef business from a practical standpoint," says David Pyke, who chairs the

Calgary Exhibition and Stampede Limited

Box 1060, Station M, Calgary, Alberta, Canada T2P 2K8 1.800.661.1260 T 403.261.0101 F 403.265.7197 www.calgarystampede.com



Stampede's Steer Classic committee. "So this provides a great venue for the youth to join our show. And we want to do everything we can to support future contestants in our show, as well.

"It's a nice platform to get them introduced to our environment, and hopefully keep them as exhibitors as they continue to grow."

Much of this year's Summer Synergy event, including a youth marketing competition, a multi-species judging competition, conformation, showmanship, and a senior herdsman quiz, will be held in Olds from July 11 to 16. Calgary Stampede International Youth scholarship interviews will be held on Stampede Park on July 17, with the winners of more than \$30,000 scholarship money and prizes introduced at that evening's Grandstand Show.

As for 4-H on Parade, Canada's largest congregation of 4-H clubs and members takes place this weekend around Stampede Park, including the Agriculture Buildings, the Big Top, the Stampede Corral, and the Victoria Pavilion, with more than 500 youngsters from the Calgary 4-H region bringing more than 800 animals in tow.

4-H on Parade, which kicks off Friday, May 28 and wraps up Sunday, May 30, represents the largest annual show of 4-H project work in Canada, and the third-largest in North America. Events include sheep and dairy trimming; beef, dairy, and sheep shows; light horse riding; and a multi-species judging competition.

- 30 -

For more information, please contact:

Janette Bamford
Agriculture Event Coordinator
T 403.261.9174
C 403.862.3624
F 403.262.3067
E jbamford@calgarystampede.com

Todd Kimberley
Agriculture Media Writer

C 403.815.2752
F 403.262.3067
E tkimberley@calgarystampede.com

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.