



# PRESS RELEASE

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## **Bouchard Livestock International to Manage the Historic 43rd Annual Canadian Red Roundup 2015**

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The Canadian Red Angus Promotion Society is pleased to announce a new partnership with Bouchard Livestock International on the Management of the 2015 Red Roundup Sale. “We look forward to working with the team at Bouchard Livestock as they bring some new and exciting ideas to rejuvenate the historic Red Roundup event”, says Red Roundup Chair, Stacey Mathon.

Red Deer, Alberta will be booming with Red Angus enthusiasts from October 22-24 for the 43<sup>rd</sup> Annual Canadian Red Roundup event. The weekend will feature the Frozen Genetic & CRAPS Charity Fundraiser auction on Friday evening of October 23<sup>rd</sup> the live cattle sale to follow on Saturday October 24<sup>th</sup>. “Red Roundup is one of the truly iconic and historic events in the purebred cattle industry and we are very happy to be working with the

Canadian Red Angus Promotion Society on this year's event", says Bouchard Livestock's Brian Bouchard.

This year's sale theme will be "Come Back to the Auction – Reflect on the past, and prepare for the future". "It's the great people with a passion for the Red Angus breed that built the legacy of Red Roundup," says Bryan Mackenzie from Bouchard Livestock. Now it's time for Red Angus Breeders to "Come Back to the Auction" and help write the next chapter of Red Roundup.

2015 will see some exciting changes. The bull show and bull display have been removed and a jackpot people's choice has been added, plus much more that will be announced as the event gets closer. Early nomination deadline is June 1, with the final nomination deadline being June 15, 2015. Sale nomination forms and additional information can be found online at [www.bouchardlivestock.com](http://www.bouchardlivestock.com) and [www.redangus.ca](http://www.redangus.ca)

Any questions on this exciting event please call any of the Bouchard Livestock International team, they would be happy to discuss your involvement in this event.



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