



Thursday, January 23rd, 2020

FOR IMMEDIATE RELEASE

Camrose Regional Exhibition (CRE) announces their newest CRE Signature event – the Camrose Summer Classic Jackpot Show

Camrose, AB – The Camrose Regional Exhibition is pleased to announce today the launch of their newest CRE Signature Event, The Camrose Summer Classic Jackpot Show. The concept of a new cattle jackpot show that is open to youth and adults fulfils the strategic plan set out in 2019 to bring new event concepts to the community of Camrose that are family friendly, youth focused and whenever possible, agriculturally focused.

“We are excited to launch the Camrose Summer Classic Jackpot show that is open to both steers and heifers, youth and adults in June 2020.” said Dianne Kohler, Executive Director of CRE. “We have reallocated funding from some other events CRE produced in the past and have focused those funds into a cash prize pool that features \$3,000 for both the open heifer and open steer champions. There is also a \$1,000 guaranteed prize to the Junior Steer & Heifer champions. Multiple entries are encouraged.”

“The Camrose Summer Classic fulfills our Strategic Values set in 2019 to remain focused on rural life and return to our roots as an Agriculture Society.” added Mark Schneider, President of the CRE Board of Directors. “We are so pleased to be producing another livestock event that welcomes youth and adults as part of the same show ensuring we are training tomorrow’s leaders and encouraging mentorship and guidance.”

Entries into the Camrose Summer Classic will open April 6th, 2020. Questions about the program or details can be answered by speaking to Vanessa Sheppard at the CRE – 780-672-3640.

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Contact:

Dianne Kohler, Executive Director
Phone: 780-672-3640
EMAIL: Dkohler@cre.ab.ca

Mark Schneider, President of CRE Board
Phone: 780-781-1660
EMAIL: mschneider1@atb.com