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FOR IMMEDIATE RELEASE

Camrose Regional Exhibition (CRE) announces cancellation of 2021 Canadian Bull Congress

Camrose, AB – The health and safety of our employees, event organizers and guests are our number one priority. As the restrictions in Alberta with Mass Gatherings continue, the CRE Board of Directors is disappointed to announce that the 2021 Canadian Bull Congress event will be cancelled and return January 22nd & 23rd in 2022.

“CRE, like all agriculture societies in Alberta, has had a challenging year with many tough decisions. The impacts of dealing with COVID and the loss of all income for 7 months (and counting) unfortunately means we need to make the best financial decisions possible for future sustainability” said Mark Schneider, President, CRE Board of Directors. “We realize that CBC is an important event to all involved as well as the Camrose region but under current AHS and financial restrictions, it just was not possible to put on the event at the highest standard our exhibitors have come to expect.”

“It has been a brutal year for agriculture events with all major shows cancelling from Agribition to Agri-Trade and summer fairs. As with farming, agriculture shows follow the same philosophy...there is always next year! We will keep the School Education program alive in a virtual format and are planning to launch a new MEATNAZA “Meat Draw” to keep CBC alive during that week in January 2021. We have already begun the hard work on producing the best event possible in 2022.”

Watch for updates at cre.ab.ca and our social media on both the Virtual CBC School Education program as well as the MEATNAZA Meat Draw.

Thank you for your support of the Canadian Bull Congress and CRE. We look forward to It Happening Here again for the 35th anniversary of Canadian Bull Congress on January 22nd & 23rd, 2022.

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