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## **Cattle Arrive at Spruce Meadows as the World Angus Forum Begins**

**July 13, 2009: for immediate release**

**CALGARY, AB** — The cattle have arrived at Spruce Meadows! One thousand head of Angus cattle have descended upon Spruce Meadows, a world-renowned equestrian facility. The cattle join 770 registered attendees for the tenth World Angus Forum.

The World Angus Forum kicks off on Tuesday, July 14 at 9:00 a.m. with an opening address from the Honourable Ed Stelmach, Premier of Alberta. It is followed by the technical conference which includes a new program announcement from the Canadian Angus Association and the World Angus Forum Sale at 3:00.

Highlights for Wednesday, July 15 include the World Angus Forum Futurity show at 8:00 a.m. and the Red Angus show at 10:30 a.m. Thursday, July 16 starts with the Youth Show at 8:00 a.m. followed by the Black Angus show.

The International Embryo Project will also be on display throughout the World Angus Forum. Angus breeders from nine countries provided embryos which were implanted into Canadian Angus cows. This unique live animal display showcases genetics from around the world from widely varied environments and market demands all raised under the same conditions.

Tuesday through Thursday, the Market Place and Horizons Pavilion are open from 10:00 a.m. until 6:00 p.m. and feature western wear, jewellery, industry suppliers, artists, artisans, and more. An additional 160,000 square feet of breeder displays are under cover at Spruce Meadows.

The World Angus Forum is open to the public. Parking and admission are free and food concessions are available. The cattle barns are open daily from 8:00 a.m. until 6:00 p.m.

The 770 registered attendees include 450 Canadians, 137 Americans, and 181 visitors from 19 additional countries as well as 63 youths from 19 countries other than Canada.

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The last time the World Angus Forum was held in Canada was in 1985 in Edmonton. A highlight then was the attendance of the Queen Mother.

The Canadian Angus Association is Canada's largest purebred beef breed organization. The Association represents 3,000 members across Canada for the purposes of registering and recording the pedigrees of purebred Angus cattle in the closed Herd Book and promoting the breed across Canada. The member-approved mandate is to maintain breed registry, breed purity and provide services that enhance the growth and position of the Angus breed.

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For more information and to obtain photos of the award presentation, please contact:

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