



**FOR IMMEDIATE RELEASE: May 27, 2008**

## **Western Fair Association Announces New Partnership with North American Beef Congress**

Western Fair Association is pleased to announce a new partnership with the North American Beef Congress (NABC).

"We look forward to collaborating with organizers of the North American Beef Congress in an effort to showcase the beef industry," said Hugh Mitchell, Chief Operating Officer of Western Fair Association. "This new partnership creates a synergy which will re-focus our commitment to Ontario/Canadian producers as we work together to enhance/reaffirm the industry's sustainability."

NABC Director Dwight Koyle is equally pleased about partnering with the Western Fair Association. "We view this partnership as a significant step to ensure the NABC's longevity," he commented. "While we have seen an increase in the number of exhibitors over the past four years, we anticipate this renewed commitment to the industry will lead to continued growth for show participants and patrons alike."

Now in its 5<sup>th</sup> year, the NABC provides a venue to celebrate the beef industry and facilitates networking among stakeholders and suppliers. This interaction builds contacts, strengthens sales and allows for the exchange of information which is critical to industry success. The 2008 North American Beef Congress will take place in the Western Fair Agriplex October 31-November 2, 2008.

The NABC is a non-for-profit, volunteer-driven organization dedicated to creating interest, interaction and education within the beef industry for youth, producers, suppliers and the public.

For additional information, please contact:

**Hugh Mitchell**  
**Chief Operating Officer**  
**Western Fair Association**  
**hmittchell@westernfair.con**  
**519-438-7203, ext. 386**

**Dwight Koyle**  
**Director, NABC**  
**519-764-2697**