



For Immediate Release
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Grand tradition continues with 110th annual Calgary Bull Sale

CALGARY – The Calgary Bull Sale, which originated in 1901, is rich in tradition and history. But you don't need to tell that to Mabel Hamilton.

Hamilton's Alberta family roots stretch back more than a century. In fact her son Colton, 25, who helps Mabel and husband Gavin operate Belvin Angus, their Innisfail-based Angus breeding outfit, is a fourth-generation consignor to the Calgary Bull Sale, which will hold its 110th anniversary edition on Wednesday, March 3 and Thursday, March 4, 2010 at the Victoria Pavilion on Stampede Park.

"My son's great-grandfather (Matt Hamilton) was in the Shorthorn business, and participated in the very first Calgary Bull Sale," says Mabel Hamilton, who's also a vice-president with the Alberta Cattle Breeders Association. "His grandfather (Thomas Hamilton) was also a consignor. So was his father, and now him.

"And my family (the Church clan from Balzac) started participating in the bull sales in the 1940s. So Colton's got it from both sides," adds Mabel Hamilton with a chuckle. "This event has a rich and prestigious background -- boy, if those walls (in the Victoria Pavilion) could talk! And along with that tradition, we're pulling in the new and the forward-thinking consignors to keep the event on the cutting edge."

The very first Calgary Bull Sale featured 64 bulls, with an entry fee of a dollar a head and an average sale of \$90.

Today, the Calgary Bull Sale is the longest-running consignment sale in North America, all under one roof. For more than a century, this preferred cattlemen's event has set the bar for offering the top bulls from the Angus, Hereford and Charolais breeds, as specimens from Alberta are sold to commercial ranchers or other purebred producers from all over North America.

"The Calgary Bull Sale features unsurpassed reputation and longevity," says Sharon Yeast, Agriculture Program Coordinator with the Calgary Stampede. "With Alberta's top-quality beef bulls, this event offers bulls to meet all ranchers' budgets, and offers world-renowned genetics that are delivered to the buyer's doorstep."

Press Release — Alberta Cattle Breeders Association

The Calgary Bull Sale annually rings up total sales of more than \$1 million, and remains the benchmark for bull sales across Canada's prairie provinces, where beef is king.

"For us, it's a showcase. We take our best to Calgary. It's just ingrained in your thought process that you take your best there, where you know you'll attract a crowd," says Mabel Hamilton. "It's all about quality. Tradition isn't always what's going to make you money, but tied into that tradition is the pride in product that you're bringing to town."

The show portion of this year's event begins on Wednesday, March 3 at 10 a.m. with Charolais lots on display at the Pavilion, followed by Angus at 11 a.m. and Hereford at 1 p.m.

A stock-dog competition is slated for March 3 at 12 p.m. under the Big Top, and sale horse demonstrations are scheduled for Thursday, March 4 from 8:30 a.m. to 10:30 a.m., also under the Big Top.

Dr. Robert Church, an Alberta-based pioneer in molecular genetics and embryo transfer in cattle who has performed research all over the world, will preside over the official opening of the 110th annual Calgary Bull Sale on Thursday, March 4. at 10 a.m. Sales get underway at 11 a.m. in the Pavilion, starting with the Hereford breed and continuing with Angus (at about 2 p.m.), Charolais (at approximately 4 p.m.), Gelbvieh (about 5 p.m.), and ranch horses (about 6 p.m.).

The 110th annual Calgary Bull Sale has 323 lots consigned — 167 Herefords, 100 Angus, 30 Charolais, three Gelbvieh, and 23 ranch horses.

Once again, an online viewing and bidding service will be available through Direct Livestock Marketing Systems (www.dlms.ca). Potential buyers should contact Mark Shologan via telephone at 780.699.5082 or e-mail at mshologan@dlms.ca

Yearling bulls will be ribeye, marble and backfat scanned and published, while two-year-old bulls will be backfat scanned and published. All bulls will be foot rot vaccinated, all horses will be veterinary inspected, and Calgary Bull Sale officials will provide assistance with export requirements to all U.S. states.

A free shuttle service will run to and from the Best Western Calgary Centre Inn and the Blackfoot Inn on March 3 and 4, with shuttle times posted at both hotels and the Calgary Bull Sale's show office.

For more information on the 110th annual Calgary Bull Sale, including a lot-by-lot catalogue listing and a complete list of consignors, please visit www.calgarybullsale.com

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For more information:

Sharon Yeast
Agriculture Program Coordinator
Calgary Stampede
Phone: 403.261.9316
Fax: 403.262.3067
E-mail: syeast@calgarystampede.com

Todd Kimberley
Agriculture Media Writer
Calgary Stampede
Cell: 403.815.2752
Fax: 403.262.3067
Email: tkimberley@calgarystampede.com

Alberta Cattle Breeders Association

P.O. Box 1060, Station 'M' Calgary, Alta. T2P 2K8 **Tel:** 403.261.0162