



## **News Releases**

**May 18, 2004**

### **North American Beef Congress Launches Web Site**

The North American Beef Congress (NABC) announces their new web site is operational and located at [www.northamericanbeefcongress.com](http://www.northamericanbeefcongress.com). The new web site provides exhibitors, sponsors and spectators with valuable information about the upcoming beef industry event on October 28 - 31 at Western Fair, London, ON.

"Our goal is to provide as much information as possible on the site," states Laurie Fisher, Marketing Committee. "The site is continually updated as information is available and plans are finalized for the show."

Exhibitors will be interested in knowing that online registration will be available later this summer with an entry deadline of September 1. Plans are to mail exhibitor books the beginning of July. You can make a request to be added to the mailing list by visiting the web site.

Junior exhibitors and their parents interested in the Top Meadow Farms National Junior Heifer Show will find a complete section explaining rules, regulations and a detailed schedule for the youth event.

Accommodations, schedules, information regarding the Purina Agribands and Elanco Cattlemen's Club and travel to London are just a sample of items that are easy to locate on the web site.

The NABC is a beef industry event focusing on beef production; from the field to the kitchen. The four-day event will include a host of educational seminars, youth events, livestock and cooking competitions and consumer demonstrations; highlighting excellence in beef agriculture.