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FOR IMMEDIATE RELEASE

For more information: Charles Worm – (507)360-2160 - charlie@extendedag.com
David Kloostra – (314)943-1092 - dkloostra@gmail.com
Manda Geerts – (815)499-8112 – mandageerts@hotmail.com

GILLETTE, WY—“Youth in the sheep industry can combine current technology with their passion for Columbia sheep,” says Sara Hildebrandt, President of the Columbia Sheep Breeders Association of America (CSBA). “It is why the CSBA is sponsoring a program for youth to create videos of their Columbia sheep operation. We are in a day and age where it is easy to take video with the phone in their pocket when they go to the barn. Getting them to promote Columbias and combine this with technology is a progressive thing to do for the sheep industry,” says Hildebrandt.

The program, a first for the association, has at its core the purpose to produce video suitable for public viewing on YouTube and Columbiasheep.org related to Columbia sheep.

Divisions and premiums are the following:

1. Promotion of the breed
Placing: 1st-\$100 2nd-\$75 3rd-\$50 4th-\$40 5th-\$30
2. Promotion of Lamb and/or Wool
Placing: 1st-\$100 2nd-\$75 3rd-\$50 4th-\$40 5th-\$30
3. Promotion of your own operation
Placing: 1st-\$100 2nd-\$75 3rd-\$50 4th-\$40 5th-\$30

To qualify to win premiums, submissions from Junior members only are to be in the form of a link to the video on Youtube, or in the form of an imovie, or .mpg file submitted by midnight EST June 10, 2019 to dkloostra@gmail.com. Multiple submissions are allowed and all video must be original work of the Junior Member. To learn more go to ColumbiaSheep.Org for more rules and judging information.

All videos are to become the property of the Columbia Sheep Breeders' Association upon submission. Timing of the contest begins with the kick-off at the National Junior Columbia Sheep Association Show in Gillette, WY, June 20, 2018 and ends with final judging in June 2019, prior to the 2019 National Columbia Sheep Show and Sale.

“This contest provides Junior members the opportunity to showcase so many more diverse aspects of their creativity and talents along with their love for Columbia sheep,” says Manda Geerts, Jr. Columbia Association Coordinator. “We hope juniors blow us away with what we will see and hear.”

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