



# Holstein Canada

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## MediaRelease

### For Immediate Release

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## President's Cup Tradition Continues

Brantford, ON April 15, 2011— Holstein Canada is pleased to announce that the President's Cup award will be presented to the Grand Champion show person during the 2011 Canadian 4-H Classic Junior Dairy Show. The show will be held during the Royal Agricultural Winter Fair November 6 and 7<sup>th</sup>. Holstein Canada has been a major sponsor of this national dairy youth show for the past three years.

The President's Cup has a long-standing history dating back to 1953 when the inaugural show, known as the Lawara competition, was held. Since its inception, the competition has evolved; in 1990 the name changed to "President's Cup." It seems fitting to award the President's Cup at the Canadian 4-H Classic Junior Dairy show as it is the premier dairy youth event in Canada. Each year, the competition attracts close to 375 contestants from 52 counties or regions across Canada.

Holstein Canada Vice President, Paul MacLeod states, "We value youth involvement in our dairy industry and are pleased to sponsor the Canadian 4-H Classic Junior Dairy Show. It's nice to see a tradition such as the President's Cup award continue."

