



# Media Release

FOR IMMEDIATE RELEASE

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## The National Shows are less than 2 weeks away!

**Brantford, ON – November 8, 2021** – Holstein Canada will present the 2021 National Shows in the city of Saint-Hyacinthe, QC on November 19 and 20. The shows, which are usually part of the Royal Agricultural Winter Fair (RAWF), will take place over two days at the BMO Centre.

500 tickets were made available to come watch the Shows and sold out quickly. Spectators who do not have a ticket will not be allowed on-site. To make up for this, Holstein Canada will be streaming the National Shows live via [a unique link](#) for a \$10 fee. Live streaming will be in high definition, bilingual and will include commentators.

Holstein Canada has monitored closely the pandemic situation as well as the public health guidelines; the events will meet all requirements. After showing proof of vaccination, all spectators and participants will be required to wear a mask at all times.

The Red & White cow classes and Black & White heifer classes will take place on Friday. The Red & White heifer classes and Black & White cow classes will be held on Saturday. Several other events will happen concurrently, including the 2019 and 2020 Master Breeders Gala, a Genomics Conference, a Welcome Party, and more.

These events will showcase our Canadian genetics and will build on the momentum of local and regional shows. The National Shows are key to provide Holstein enthusiasts with worldwide exposure.

### About Holstein Canada

With 9,200 members, Holstein Canada is responsible for maintaining the Holstein Herdbook under the Federal Animal Pedigree Act of Agriculture and Agri-Food Canada (AAFC). The Association provides many services to its members to help them evaluate, select and improve their herds through genetic improvement programs. For more information, visit our [website](#) or follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

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