



Media Advisory

Calgary, Alta., March 30, 2011

What: Livestock Care Conference
When: April 6-7, 2011
Where: Holiday Inn 67th Street, Red Deer, Alberta

The 2011 Livestock Care Conference will be held April 6-7 in Red Deer, Alberta. This leading national conference, hosted by Alberta Farm Animal Care (AFAC), features presentations by farm animal care leaders on some of the major progress, issues and developments in livestock care.

Media are invited to attend. Full 2011 program information is available on the Livestock Care Conference website at www.afac.ab.ca/lcc. Key spokespeople will be available before, during and after the conference to address media inquiries. A media room is available during the conference.

Get news releases, articles, blog items and photos directly. There are a variety of resources that will be available for media use during and around the event, including news releases on event highlights, features on key speaker presentations and a special "LCC News Blog" with snapshots of key information, viewpoints and perspectives. Print-quality photos will also be available. All materials may be accessed through the conference website at the link above. Items will be posted as they are issued. News releases will also be distributed to media outlets.

Arrange interviews. Key AFAC spokespeople, such as Chair Doug Sawyer and Executive Director Lorna Baird, are available for interviews. These may be arranged through the media assistance contact information below. Speakers are listed in agenda information available at www.afac.ab.ca/lcc.

For media assistance contact:
Brad Brinkworth, Meristem Information Resources Ltd.
Phone: (403) 543-7421
Email: brinkworthb@meristem.com

Inquiries for AFAC spokespeople may also be directed to:
AFAC Office
Phone: (403) 662-8050

Additional resources for general information:
AFAC website: www.afac.ab.ca LCC website: www.afac.ab.ca/lcc
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ALERT LINE 1-800-506-2273