



# News Release

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Wednesday, July 8<sup>th</sup>, 2020

## **Re: Olds Fall Classic Cancellation ~ October 2<sup>nd</sup> – 4<sup>th</sup>, 2020**

After much Board and Committee consideration, financial modeling and analysis of COVID-19 restrictions, ORE will join industry leaders like Calgary Stampede, Summer Synergy, Canadian Western Agribition and The Toronto Royal to keep our industry and communities safe!

“It seems strange to make these decisions after 2019 where we celebrated the largest Olds Fall Classic in 10 years but what we know is that it will get better from here... it may look different and feel different but marketing beef genetics is so deeply rooted in all of us that this resilience and change will make us stronger and more grateful!!!” says Tracy Gardner, ORE General Manager.

As always ORE is commitment to delivering a quality venue and staff team that are fully devoted to beef production in Olds and the Central Alberta region. This dedication for mutual success remains at an all-time high during these uncertain times. ORE looks forward to working with valued clients and their 2020 agri-business sales this fall and winter!

*For more information:*

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**ORE - “The source of agriculture, youth, community and agribusiness since 1899”**

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