



NORTHLANDS

**Public Service Announcement
For immediate release
March 16, 2010**

Northlands Farm & Ranch Show presents 4-H Day

EDMONTON, AB – Saturday, April 10, is 4-H day at the 2010 Northlands Farm & Ranch Show. Taking place in the recently completed Edmonton EXPO Centre, this year's Farm & Ranch Show will almost take over the entire building. 4-H members will receive complimentary admission by showing their membership card at the door.

With a full day of presenters and activities, there's something for everyone.

Beef

- Live cattle handling demonstrations, featuring top manufacturers livestock handling systems.
- Beef cattle fitting and grooming demonstration with one of western Canada's top fitters.
- Photography – Grant Rolston will show you how to capture that winning photo.
- University of Alberta Judging Competition – check the website to download the entry form.
- Canadian Speckle Park Breed Showcase – a complete showcase of the breed and its attributes and successes in the marketplace

Equine

- Western pleasure clinic, presented by the Quarter Horse Association of Alberta (QHAA) with Tina Kaven, world champion competitor and trainer.
- Northlands Performance Horse Sale which features performance horses geared to ranch work, rodeo arena, and other arena events.
- How to capture that perfect photo of your equine project. We all know how hard it is to get the 'perfect' picture of old 'Dobbin' for your record book, here you will find out how the pros do it!
- Learn all about backcountry packing with Wild Deuce Outfitting and Packing, demonstrations will take place daily.
- Stephanie Clarke will be conducting Natural Horsemanship demonstrations daily in Hall A, your chance to learn more about communicating effectively with your horse.

Also, don't miss the Ag Advertising and Marketing Workshop and special tours of the 44th annual Northlands Farm & Ranch Show

The day will end with the final performance of the Canadian National College Finals Rodeo. Special group rates are available to 4-H members with the purchase of advance on-line tickets only. Visit www.ticketmaster.ca/4hclub to receive the discounted CNCFR tickets.

4-H members are asked to pre-register for sessions by Friday, March 19. Visit the 4-H day section of the Farm & Ranch Show website for more information - farmandranchshow.com or call 1-877.471.7472.

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Northlands rocks Edmonton with 2,500 events each year that attract over 4 million visitors to Alberta's Capital City. Think, Canadian Finals Rodeo, Farmfair International, Capital EX, Edmonton Indy, the best of horse racing, headliner concerts, international events and all the trade shows you can handle. Visit northlands.com to find out more.