



For Immediate Release

Alberta Beef Producers Outstanding in their field – literally

(Calgary, Alberta) October 21, 2008 – An exciting tribute to the Alberta beef industry is building this week as two more, larger-than-life art murals depicting real Alberta producers are placed in two separate locations close to Calgary.

These two murals follow the launch of the Alberta Beef Producers Raised Right campaign that began with the unveiling of the first mural - rancher Dean Kennedy of Pincher Creek - at the Bar U Ranch National Historic Site of Canada in August.

“The Raised Right campaign is a reflection of the heritage and values that producers across the province stand for and the world-renowned beef they deliver,” says Roy Eckert, Promotion Committee Chairman, Alberta Beef Producers.

Artist John Cerney of Salinas, California captured the images of producers Brian Lane and his daughter Holly Lane of Claresholm, Alta. and Colin McNiven of Duchess, Alta. for these latest murals. Cerney will be installing the 22ft high murals onsite this week.

Media Opportunity:

Alberta Beef Producers invite you to visit John Cerney as he constructs the murals between the hours of 10:00AM and 3:00PM, Monday October 20th- Wednesday October 22, 2008.

The Alberta Beef Producers (ABP) represents the collective interests of the more than 30,000 beef cattle producers who are stewards of the industry in this province. ABP is a proud reflection of this industry. Run by producers for producers, it is dedicated to maintaining a truly sustainable, competitive industry for the benefit of all society. For more information please visit RaisedRight.ca.

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For interviews and mural locations please contact:

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