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For Immediate Release

## **Raised Right campaign takes home the trophy**

(Calgary, Alberta) November 25, 2008 – The new Alberta Beef Producers (ABP) Raised Right Image Marketing Campaign has been named a two-time winner in the prestigious Canadian Agriculture Marketing Awards which were held in Quebec City this month. The competition featured dozens of high-profile entries from across Canada.

The ABP Rural Mural campaign was proclaimed winner of the sought-after “Experiential Marketing/Non Traditional Guerrilla Tactics” category. The Raised Right Teaser Campaign was named victor in the Internal Communications category and was also named a finalist in the extremely competitive Corporate Web site Design slot.

ABP has been working with AdFarm on the campaign, which features four 22-foot high murals of real-life ranchers across Alberta. The launch also featured outside bus ads on transit buses in Calgary and Edmonton.

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](http://RaisedRight.ca).

### **For interviews please contact:**

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