



# BRITISH COLUMBIA CATTLEMEN'S ASSOCIATION

Representing the Beef Cattle Industry of British Columbia

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For Immediate Release

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## NEWS RELEASE

### Cattlemen Create a Radio Awareness Program

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(February 16/07) The cattle producers of British Columbia are proud to deliver a new radio awareness program called *BC Ranching Moments*.

This project is designed to raise awareness of the ranching industry's role in British Columbia and targets urban audiences.

Over the next two years, radio announcements will be heard in 10 locations throughout the BC interior (Fort St. John to Cranbrook). Radio listeners are directed to the BC Ranching Moments website ([www.bcrancheding.ca](http://www.bcrancheding.ca)) to enter to win 100% Canadian Beef. Contest winners receive \$25 worth of Canadian Beef (donated by Overwaitea/Save-On Foods) along with the I Love Canadian Beef cookbook that features vivid photographs and mouth-watering beef recipes from the Beef Information Centre.

Tune in and enter to win! Available on the following radio stations:

Fort St John CHRX – 98.5FM  
Smithers/Burns Lk/ Houston CFBV – 870AM/760AM/106.5FM  
Prince George CIRX – 94.3FM  
Williams Lake CFFM – 97.5FM  
Kamloops Radio NL – 610 AM  
Revelstoke CKCR – 1340AM  
Vernon CICF – 105.7FM  
Kelowna CHSU – 99.9FM  
Penticton/Osoyoos CJMG – 97.1-99.9FM  
Cranbrook CHDR – 102.9FM

DATE	THEME
February 18-24/07 .....	Ranching is Part of Your Community.
May 15 - 21/07 .....	Kick Off the BBQ Season & Get Grilling!
August 26-Sep 1/07 .....	Farm to Fork: How Beef Is Marketed.
November 4-10/07 .....	Ranchers - Stewards of the Land

Archived radio clips are available on the BC Ranching Moments website ([bcrancheding.ca](http://bcrancheding.ca)) along with more information about the program.

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**For more information, contact:**

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