

Contact: Kathy Tokach

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**North Dakota
BEEF AMBASSADOR
CONTEST**

Press Release

North Dakota Cattlemen are sponsoring the 2010-2011 ND Beef Ambassador Contest March 24 at the Gateway Mall, Bismarck, ND.

Be a North Dakota Beef Ambassador and a National Beef Ambassador! Win cash prizes and scholarships.

- **You can be a youth representative of the North Dakota Cattlemen, American National Cattlemen and the Beef Industry. A cash prize of \$500 is given to the North Dakota winner as well as an expense paid trip to the national competition in Rapid City, SD in October 2010. The contestants must be 17 but not over 20 by January 1, 2011.**

The North Dakota Competition will include;

Media interview- "Tell the Beef Production Story"

Consumer Beef Promotion with the contestant promoting a Beef product

Presentation to 6th graders promoting Beef

Issues response to a news article regarding the Beef Industry

To apply or for further information contact,

Kathy Tokach, ND Beef Ambassador Chairperson @ ktokach@aol.com or 701-445-7390. The deadline for applying for competition is March 10, 2010. The competition is based on the National rules which can be downloaded at www.nationalbeefambassador.org and click on "rules".

