



# PRESS RELEASE

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## EastGen Announces Virtual Event for Beef and Dairy Youth from Ontario and Atlantic Provinces

**EastGen Youth Ag-Stravaganza - A virtual, future-ready skills competition for 4-H beef and dairy members across five provinces.**

**GUELPH, ONTARIO** - Accepting the reality that their four traditional youth events could not be safely held this summer, EastGen has pivoted to create the **EastGen Youth Ag-Stravaganza**. This exciting virtual event for beef and dairy 4-Hers will be held July 6<sup>th</sup> and 7<sup>th</sup>, 2021.

Details will be finalized soon for this free event, to be held over two successive evenings. The four components of the competition are: 1) TikTok-style video entries; 2) a recorded speech submission; 3) judging of dairy and beef classes; and 4) completion of a written quiz.

Pre-event how-to sessions, educational presentations from experts in their field, celebrity judges, and a plethora of prizes will entice and reward participants. In addition, all youth who successfully complete the competition will receive, via courier, their own swag box chock full of surprises. A live announcement of the winners will take place later in July, and will include a reveal of the top teams and the first time-ever grand champion competitor over all five provinces.

The EastGen Youth Ag-Stravaganza was created with the following goals in mind:

- Support agricultural youth by providing educational and competitive activities.
- Connect beef and dairy enthusiasts in the same fun event.
- Create a safe venue for 4-Hers to develop their future-ready skills while embracing virtual opportunities and technology.
- Bridge the distance for EastGen's first-ever interprovincial event.

"Even during these trying times, EastGen is dedicated to the future of our industry, with an unparalleled commitment to youth programs," said Brian O'Connor, EastGen General Manager. "We are excited that Ag-Stravaganza will provide a rewarding, challenging learning experience for our future dairy and beef agriculturalists in five provinces."

The Ag-Stravaganza is open to the traditional age group for EastGen events - 4-H beef and dairy club members aged 14-21 as of January 1, 2021, from the provinces of Ontario, New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland.

The safety of youth, their families and staff remain at the forefront of EastGen's thoughts. The company looks forward to resuming their traditional EastGen Challenge and Showcase competitions after the COVID-19 pandemic no longer prevents the organization of large gatherings.

EastGen's team is working quickly to bring this year's virtual event together in a short amount of time. Stay tuned to EastGen's social media channels and [www.eastgen.ca](http://www.eastgen.ca) for further announcements that are sure to keep the excitement building. Details will be also conveyed to 4-H organizations and leaders in cooperation with their provincial 4-H organizations. Participants must pre-register (an AssistExpo link will be provided) for this free event.

#### About

*EastGen offers a complete line-up of dairy, beef and goat genetics as well as advanced reproductive solutions to farms in Ontario, New Brunswick, PEI and Newfoundland & Labrador. At EastGen, we challenge ourselves to constantly advance the dairy industry and we are accountable to farmers first. EastGen has the best-trained, most knowledgeable staff in dairy genetics. We lead the dairy industry with unmatched genetic innovation, leading-edge technology and advanced reproductive solutions. Partnering with EastGen gives you the products and programs to meet or exceed your specific genetic goals.*

To learn more about EastGen visit [www.eastgen.ca](http://www.eastgen.ca)

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