



## **NEWS RELEASE**

FOR IMMEDIATE RELEASE

January 16, 2014

### **\$30,125 Raised at Canadian Western Agribition for STARS Air Ambulance**

REGINA, SASKATCHEWAN – This morning STARS Air Ambulance received a generous donation by three cooperative organizations: Canadian Western Agribition (CWA), the Canadian Bison Association and Bouchard Livestock. Extensive fund raising activity held at the 2013 CWA generated \$30,125 for STARS.

Organizers of the 2013 CWA say this cooperative donation is the first of its kind in the organizations 43 year history.

“Agribition is usually on the receiving end of these types of donations. We are proud to be able to partner with the industry to support an organization that greatly impacts our customers across the province.” said Marty Seymour, CEO of CWA.

CWA raised \$4,925 for STARS through their annual Winners Circle Auctioneer Competition. Three auctioneers from across North America competed to be crowned CWA’s Auctioneer Champion by selling charitable items with the proceeds going to STARS.

The Canadian Bison Association raised \$15,000 for STARS as part of its national convention held during CWA. The bulk of the proceeds were generated through the sale of a life sized bison replica made from fibreglass. This item was generously purchased and then donated back to the association.

“We selected STARS after hearing a story that hit close to home for us. Larissa Helbig, a bison producer and Canadian Bison Association member, was critically injured in 2012 and would not have survived if not for STARS getting her to the hospital so quickly.” said Terry Kremeniuk, Canadian Bison Association Executive Director.

Bouchard Livestock worked closely with a group of Canadian beef producers to auction off a signed Shologan Saskatchewan Roughrider jersey during their annual Simmental Sale held at CWA. The jersey raised \$10,200 for STARS.

“The cattle industry is a close knit community built on trust and relationships. STARS was instrumental in saving the life of one of our fellow cattlemen last year. We all hope we never need to use the services of STARS, but when we do, we trust they will be there for us.” said Brian Bouchard, owner of Bouchard Livestock.

**Canadian Western Agribition**

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The money donated by these organizations will help provide rapid, highly specialized emergency care to those living, working and travelling in Saskatchewan. All funds raised in the province stays within Saskatchewan.

“A donation of this nature, a collaborative gift, is a first for Canadian Western Agribition and it displays the strong support we have in our community,” said Rod Gantefoer, Executive Director, STARS Foundation, Saskatchewan. “We appreciate the ingenuity that led to this donation. Thanks to donors like these, STARS can continue to provide patients in Saskatchewan with hope.”

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Canadian Western Agribition (CWA) , located in Regina, Saskatchewan, is the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features horses, bison, sheep, goats and an extensive agribusiness trade show. CWA continues to promote the expansion, development and interest in agriculture. The 44<sup>th</sup> edition of CWA will be held November 24-29, 2014.