



Canadian Angus Association

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Showdown Print Marketing Competition

- This portion of the competition requires the participant to create an advertisement
- The ad must promote a topic to be distributed at Showdown
- All supplies will be provided

SCORE:

35% *Clarity of what is being promoted.*

30% *Neat and Organized*

35% *Originality of Design*

100%

Vision - *The Canadian Angus Association exists to preserve and expand the Angus breed to provide the best opportunities for profitability for future generations.*

Mission - *To maintain breed registry, breed purity and provide services that enhance the growth and position of the Angus breed.*