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RMWF Steer Sale Gives back to Youth and Adolescents Battling Cancer

03.12. 2019 BRANDON, MB – Focused on youth beef producers, the Royal Manitoba Winter Fair (RMWF) cattle show will add a component to this year's steer sale that will help children and adolescents survive their very rare cancers.

Dallas Johnston, Chair of the RMWF Cattle Show committee, knows too well how a cancer diagnosis can affect a family. "Cancer has affected our family personally and this is our way to give back a bit." Said Johnston. "Hopefully this program will give kids a fighting chance to beat cancer."

After discussion with CancerCare Manitoba Foundation, Dallas chose the Terry Fox PROFYLE (PRecision Oncology For Young people) initiative as the beneficiary of the funds raised. A steer named Profyle will be sold at the annual RMWF steer sale being held on Friday, March 29 at 7 PM.

The Terry Fox PROFYLE project is pan-Canadian. Top scientists and clinicians, research centres, cancer charities and hospital foundations across the country have come together with donors to create new hope for young people who need it the most.

"Investment in PROFYLE optimizes our donors' generous support," says Annitta Stenning, CEO of CancerCare Manitoba Foundation. "This national collaboration is incredibly important to CancerCare Manitoba's ability to treat these young patients. We cannot do this alone in Manitoba and that's why this initiative is so exciting and provides tremendous hope."

Donations to this project will be collected at RMWF March 25 – 30 2019 at Profyle's stall located in the Royal Farm Yard. Potential buyers are invited to attend the RMWF Steer sale at 7 PM on Friday, March 29 at the TD AG Action stage. Phone bids will also be accepted during the sale; call 204-724-5367 or 204-841-3880.

About the Royal Manitoba Winter Fair

The Royal Manitoba Winter Fair takes place March 25 - 30 2019 in the City of Brandon at the Keystone Centre. Experience Manitoba's #1 indoor equestrian competition and celebrate the best in agriculture and entertainment all under one roof. For more information about the Royal Manitoba Winter Fair, visit www.royalmanitobawinterfair.com.

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All funds raised stay in Manitoba.