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Media Advisory

January 14, 2015 Edmonton, Alta.

What: Banff Pork Seminar
When: January 20-22, 2015
Where: The Banff Centre, Banff, Alberta

The 2015 Banff Pork Seminar celebrates 44 years of bringing together innovators and leading thinkers in the pork and general agricultural industries. This year's Seminar, Jan. 20 to 22, 2015 at the Banff Centre, has a theme of "Adapting and evolving." It features presentations from leaders across Canada and around the world on how the industry can adapt to challenges faced today in areas such as marketing, trade, production, food safety, animal health and welfare while evolving to meet the pressing issues of tomorrow.

Media are invited to attend or to access information directly. The 2015 program information is available on the Banff Pork Seminar website at www.banffpork.ca. Also, Geoff Geddes, Communications Specialist with Alberta Pork, is available during the seminar to assist media with requests.

Get news directly. Selected Banff Pork Seminar news releases are distributed to media outlets. However, the quickest way to get all news articles, print-quality photos and blog perspective is to visit the *Inside the Banff Pork Seminar Special 2015 Meeting Report*, available at www.meristem.com or by link from www.banffpork.ca. Material will be posted as it is issued. Follow on Twitter at #BPS2015.

For media assistance **before the Seminar and after Jan. 22, 2015**, contact:
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For media assistance **during the Seminar (Jan. 20 to 22)**, contact:
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