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**NEWS**



**30<sup>TH</sup>** ANNIVERSARY

**Executive Office**

206 Riffel Rd.

Wooster, OH

44691-8588

Phone: 330/345-2333

Fax: 330/345-0808

**Manhattan Office**

1107 Hylton Heights Rd.

Manhattan, KS

66502-2822

Phone: 785/539-0123

Fax: 785/539-2883

**Japan Office**

Japan Business Center

WBG Marive East 14F

Nakase 2-6 Mihama-ku

iba-shi, Chiba 261-7114

Japan

Ph:011/81-43-297-3363

Fax: 011/81-43-297-3374

www.  
certifiedangusbeef  
.com

Contact:

Jennifer Kiko

Certified Angus Beef LLC

800-225-2333, ext. 265

[jkiko@certifiedangusbeef.com](mailto:jkiko@certifiedangusbeef.com)

## Near-record \$66,640 raised for Colvin Scholarship Fund

**WOOSTER, Ohio**—Oct. 6, 2009—Loyal supporters and committed fans of the Mick Colvin Scholarship Fund raised \$66,640 during the *Certified Angus Beef*<sup>®</sup> brand's annual conference, Sept. 17-19, in Phoenix, Ariz.

An auction, golf tournament and sale of a unique "Integrity print" supported the fund.

Next year's golf sponsorship was purchased by Sysco Corporation, representing all licensed Sysco Specialty Meat Companies and operating companies, for \$32,000. The purchase entitles SYSCO to premier signage and publicity for the golf outing at the brand's 2010 annual conference at the El Conquistador Resort in Puerto Rico.

"If I live for anything, it is the excitement in this industry that beef people can shake hands and their word is a contract," said Andy Malcolm, vice president of Sysco Corporation and chairman, Sysco Specialty Meat Companies.

"It's outstanding to be involved and support the scholarship program. Mick's word is better than a contract and the *Certified Angus Beef*<sup>®</sup> brand is run on those principles."

Sysco Specialty Meat Companies purchased a signed and framed Integrity print. "Integrity is exactly what Louis "Mick" Colvin is all about," Malcolm said. "Mick is a legend in the industry and a mentor to me."

The proceeds from this item directly support Colvin's recognition in the prestigious Saddle and Sirloin Gallery in November.

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Other buyers at the live auction included: To-le-do Foodservice, Winnipeg, Manitoba; Advance Food Company, Enid, Okla.; and Newport Meat Company, Irvine, Calif.

Five Colvin scholarships totaling \$9,000 were awarded this year. Emily Tennant of North Carolina State University, the \$3,500 scholarship recipient, attended the conference and thanked CAB partners for their continued support.

“As one of this year’s Colvin scholars, I offer my sincere appreciation to all those who have contributed to the program – for all that it has provided and will continue to provide to future recipients; for their personal education and for continuing success in the beef industry,” Tennant said.

The Colvin Scholarship Fund and Certified Angus Beef LLC are seeking applicants for 2010 scholarships. Applications are due Nov. 16, 2009. The scholarships, totaling \$9,000, will be awarded in January 2009 to junior or senior college level students demonstrating a commitment to the beef industry in pursuit of a meat science, food science, animal science, marketing, business, communications, journalism, or other degree related to the beef industry.

Applications are available at [certifiedangusbeef.com](http://certifiedangusbeef.com). Click on Press Room and select *Colvin Scholarship*.

Developed in 1999 when Louis M. “Mick” Colvin retired as CAB’s executive director, the scholarship program recognizes his role in making dreams a reality and inspiring others to be their best. Colvin co-founded the CAB Program in 1978, leading it to provide the world’s leading brand of fresh beef. Today, more than 12,500 businesses sell CAB products in over 30 countries.

The *Certified Angus Beef*<sup>®</sup> brand is a cut above USDA Prime, Choice and Select. It has offered consumers quality, consistency and integrity since the first pound sold in 1978. Less than 8% of beef can achieve the brand’s benchmark standards. Enjoyed for its flavor, tenderness and juiciness, the brand is *Angus beef at its best*<sup>®</sup>. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

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