



International Red Brangus Breeders Association  
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**FOR IMMEDIATE RELEASE**

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**IRBBA INITIATES FUNDARISER FOR ACADEMIC SCHOLARSHIPS**

**Katy, Texas** – The International Red Brangus Breeders Association (IRBBA) has established a fundraiser to serve as a source of funding for IRBBA scholarships. Brangus breeders may purchase up to 3-by3 inches of space on a t-shirt to display his or her cattle brand.

“The scholarship committee is pleased to expend this unique opportunity for each breeder to market their ranch on a functional t-shirt,” said IRBBA Scholarship and Foundation Committee Chairwoman Tracee Price.

The production cost for this opportunity is \$25, per brand. Breeders who want to pursue this opportunity should fill out the form provided online, at [redbrangus.org/purebred/scholarship.php](http://redbrangus.org/purebred/scholarship.php). Checks may be made payable to IRBBA Memorial Scholarship. Forms and payment should be submitted to Kay Gibson, 2321 Schulze Road, Muldoon, TX 78949, on or before Monday, September 12.

“We think this piece is a good way for all of us to come together as one breed,” Price said. “Please consider supporting your scholarship program by purchasing a shirt and including your brand, also.”

IRBBA awards scholarships on a yearly basis in an effort to further the education of young Brangus cattlemen and cattlemen. The IRBBA Memorial Scholarship was established as a tribute to pioneering Red Brangus breeders. From 2009 to 2016, \$66,700 has been awarded to extend 43 students’ education. In addition to many private donations to the fund, funds are raised through selling semen in a silent auction and through raffles and auctions at the IRBBA Annual Meeting.

To further the goals and sustainability of the Memorial Scholarship the IRBBA has established "Foundation for the Future." This campaign began in April 2012, and will create a sustainable foundation to grow the program and continue to recognize and award young Brangus breeders.

The International Red Brangus Breeders Association (IRBBA) is a regional association of the International Brangus Breeders Association. The two associations share common objectives in advancing the quality, reliability, and value of Brangus cattle, Red and Black, for the beef industry. The IRBBA is comprised of breeders who produce and market 3/8 Brahman by 5/8 Red Angus registered cattle. The IRBBA exists to provide marketing avenues for registered Red Brangus cattle within the continental United States, as well as tropical areas around the world. Registration of cattle, administrative functions, and Total Herd Reporting are accomplished by the IBBA. For more information, visit <http://redbrangus.org/>.

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