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### **International Brangus Breeders Foundation Raise Funds at Houston**

By Mallory Newsom, IBBA Communications Coordinator

SAN ANTONIO, TEXAS [March 13, 2015] – The International Brangus Breeders Foundation, the 501(c)(3) not-for-profit Corporation, protects and administers gifts and donations to conduct research, investigations, and experiments in the breeding of Brangus cattle, to facilitate and promote the participation of Brangus cattle in exhibitions, and to engage in such other activities that generally or incidentally promote the breed.

The IBBF raised funds at the IBBA Annual Meeting and events in Houston, Texas, to help further the work of the foundation. The kickoff to fundraising began Thursday, March 5, 2015, at the IBBA Membership Reception. Guests were given the opportunity to bid on donated silent auction items throughout the evening. Various supporters of the foundation graciously donated a total of ten items to the silent auction.

The fundraising continued throughout the weekend and on Friday, March 6, 2015, at the Ideal Video Productions Customer Appreciation Sale the bidding was on for donated embryo lots. In addition to the embryo lots, IBBF also auctioned off a one-of-a-kind handmade Brangus quilt as well as opening the silent auction for the second time at the event. Overall, Friday evening raised over \$42,000 for the International Brangus Breeders Foundation and would not have been possible without the help of Ideal Video Productions, American Marketing Services, and auctioneer Doak Lambert.

With IBBA events still in full swing, the foundation took advantage of the crowd and kept the silent auction open at the IBBA Annual Meeting on Saturday morning. The foundation was not done giving guests the chance to win new items as a 52-card raffle was underway at the IBBA Annual Meeting for the chance to win a Remington Shotgun.

Altogether, the silent auction, 52-card gun raffle, and private donations generated approximately \$50,000 for the foundation. The IBBF would like to thank everyone who contributed and looks forward to the future of the foundation.

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