



**FOR IMMEDIATE RELEASE**  
Dec. 15, 2017

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### **IBBA TO HOST 2018 WORLD BRANGUS® CONGRESS**

**San Antonio** – The International Brangus® Breeders Association (IBBA) is proud to host guests from more than 14 countries at the 2018 World Brangus Congress (WBC) Feb. 27 – March 3, in Houston, Texas.

The event will be held in conjunction with the Houston Livestock Show and Rodeo. A full schedule of events, as well as other helpful links and resources, may be found online at [gobrangus.com/wbc2018](http://gobrangus.com/wbc2018).

Highlights of the WBC itinerary include a day at Texas A&M University, a night at Rodeo Houston, discussion from industry leaders and experts, world-class shopping and entertainment, the WBC Gala event, and more.

The official WBC hotel is the Royal Sonesta Houston, *2222 West Loop S, Houston, TX 77027*. The room rate within the WBC block is \$150 per night, plus tax. Reservations can be made online at [gobrangus.us/sonesta](http://gobrangus.us/sonesta) or by phone (855-463-3091). The group code is 22016IBBA.

It is important to note that the full 2018 WBC experience will consist of three parts: the Pre-WBC Tour, WBC, and the Post-WBC Tour. The Pre-Tour will begin Feb. 22 in Atlanta, Georgia, and end Feb. 27 in Houston, Texas. World Brangus Congress is Feb. 27 – March 3 in Houston, Texas. The Post-Tour will depart from Houston on March 4, and guests will travel across Texas until March 8.

The cost of the Pre-Tour is \$1,425 per person in double occupancy. The cost to attend WBC is \$500. The cost of the Post-Tour is \$1,125 per person in double occupancy. Registrations for the Pre-Tour, WBC and Post-Tour should be purchased separately from one another. Registration for the event and the tours may be completed online. For links to registration, visit [gobrangus.com/wbc2018](http://gobrangus.com/wbc2018).

A Torch of Beef Sustainability Tour will serve as an educational precursor over the course of seven weeks, prior to the WBC experience. For more information, visit [gobrangus.com/news](http://gobrangus.com/news).

IBBA's International Committee has compiled a list of sponsorship opportunities for IBBA members, prospective members, and other businesses or vendors that the committee deems relevant to the event and audience. These partnerships are meant to help IBBA supporters make a positive impact on the association and the Brangus breed. The official sponsorship guide may be downloaded online. Visit [gobrangus.com/wbc2018](http://gobrangus.com/wbc2018) for details.

The International Brangus® Breeders Association (IBBA), headquartered in San Antonio, Texas, strives to provide the commercial cattle industry, domestically and internationally, with the best genetics possible. Founded in 1949 as the American Brangus Breeders, the organization has since evolved into the IBBA. The IBBA's purpose is to enable its members to produce quality beef for the commercial cattle industry and its consumers. For more information about IBBA, visit [gobrangus.com](http://gobrangus.com).

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