



## *Frontier Days – 81 Years Cowboy Boots & Prairie Roots!*

Press Release: April 22, 2019

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For immediate release

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SWIFT CURRENT, SK - The Swift Current Agricultural and Exhibition Association announces the 2019 Frontier Days Ambassador – **Jenny Hattum**

We thank 2018 Ambassador **Adrianna Simpson** for her enthusiastic spirit and positive outreach during Frontier Days, Discover the Farm and the Canadian Cowboys Association Finals Rodeo. Her true passion is to help others and encourage youth values and strong leadership. She proved to be a young lady of class, grace and strength. The Ag & Ex board of directors wish her all the best with her future endeavors.

### ***Jenny Hattum***

Jenny grew up on a mixed farm where they raise about 260 head of commercial Angus and Hereford cattle. Her parents are Kim and Patricia Hattum and her brother is Cody. Their farm is located south of Lac Pelletier. Jenny has been in 4-H for 13 years, having done all the beef projects, showing steers was her favourite. She has enjoyed being able to lend a hand within her 4-H Club (Wymark) and seeing the youth within her community develop a growing passion for agriculture. In 2017 she won Reserve Grand Champion steer at Frontier Days. She has been artificially inseminating cattle for the past four years and enjoys having access to the top genetics within the cattle industry and being able to implement that into her herd. She is attending the University of Regina to accomplish her pre-veterinary courses while also working towards obtaining a second degree in accounting. Apart from cattle, some of her hobbies include hunting and fishing, camping, raising puppies out of their cattle dogs and riding horses.

We are proud to present the Frontier Days Ambassador Crown to our 2019 Ambassador. The Crowning will take place at the *Discover the Farm: A Farm Facts Experience* event on Saturday, April 27th at (12:30 p.m.) in the Stockade Building, Kinetic Exhibition Park. Congratulations Jenny!



Thank you to sponsors – the Swift Current Ag & Ex Association, Cowtown Swift Current.

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The 81st annual Frontier Days Fair and Rodeo continues June 26, 27, 28 and 29, 2019 at Swift Current Kinetic Exhibition Park. Frontier Days is one of the largest events in Southwest Saskatchewan which includes international Grandstand entertainment, family performances, 4-H Livestock Show and steer sale, the West Coast Midway, Lighthouse, Equine clinics, Ranch Horse and Heavy Horse events, commercial exhibits, grandstand entertainment, Frontier Days Cabarets, Doc's Town Heritage Village, Fireworks...and more. The chute is always open at [www.swiftcurrentex.com](http://www.swiftcurrentex.com) and the Ag & Ex office at 1-306-773-2944.

For further information Contact:

Tracey Stevenson, General Manager [t.stevenson@swiftcurrent.ca](mailto:t.stevenson@swiftcurrent.ca)  
Dana Wiebe, Administrative Assistant [da.wiebe@swiftcurrent.ca](mailto:da.wiebe@swiftcurrent.ca)

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### About the Swift Current Agricultural and Exhibition Association

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The Swift Current Agricultural and Exhibition Association is a non-profit organization with a mandate to provide service to, and enhance the life of residents in the areas of agriculture, entertainment, sport and culture to the community and the region. Through the delivery of these programs we contribute greatly to the community of Swift Current. On an annual basis we purchase over one million dollars' worth of goods and services, utilize more than 20,000 volunteer hours and attract over 200,000 people annually.