



26 May 2020

Media Release – 2020 Sheepvention Ram Sale to go online.

In the Hamilton Pastoral and Agricultural Society's 152 year history only World War II managed to stop their annual event. That was, until now! The Sheepvention Committee was very disappointed to cancel the 2020 expo due to the COVID-19 pandemic. When the decision was made in April the President, Kathryn Robertson said "(We) are extremely disappointed to inform our members, exhibitors, sponsors, suppliers and attendees that Sheepvention is cancelled for 2020. Given the uncertainty in our current environment, it is impossible to continue planning for, and contributing financially to, an event that is unlikely to be held."

The Committee has since been looking at ways to combat the COVID-19 situation and hold some aspects of the expo. "We have been able to innovate to offer an online ram sale. The sale is a huge part of Sheepvention and I am delighted to announce that entries are now open. It will still be held on Tuesday, August 4, via the AuctionsPlus platform. We hope our vendors will also get behind this sale method and make applications to enter." Ms Robertson said.

Last year, close to a million dollars in rams were sold in the Sheepvention sale. The highest priced ram sold for \$35,000, and a private sale made \$51,000. It is an invaluable marketing opportunity for studs.

Entry forms and details can be found at www.hamiltonshowgrounds.com.au or contact the Showgrounds via email info@hamiltonshowgrounds.com.au or phone 03) 5572 2563. Entries close June 22nd.

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