

**Press Release
For immediate release**

UPDATE ON THE 2020 HOLSTEIN QUÉBEC PICNIC

Saint-Hyacinthe, 15 April 2020 – It is with heavy hearts that we announce the postponement of the Holstein Québec Picnic that was scheduled to take place on 11 July 2020, at Ferme Valrick, in the St-Hyacinthe Holstein Club region. Due to the current Covid-19 pandemic and the directive from government authorities prohibiting the holding of large gatherings during the summer of 2020, the Organizing Committee, the St-Hyacinthe Holstein Club, and management and the board of directors of Holstein Québec have decided to postpone the 2020 edition of the Holstein Québec Picnic.

Holstein Québec has analyzed a number of possible scenarios taking into account the purpose of the event. After due consideration and consultation, Holstein Québec and the Organizing Committee have decided to postpone the Picnic planned at Ferme Valrick until **July 2022**. The specific date will be decided upon later. Anyone who has already purchased a ticket for the Steak and Fries Supper will be reimbursed.

The safety of visitors, the many volunteers needed to organize the event, and our employees is our top priority. Holstein Québec supports government efforts to manage this unprecedented crisis, and we encourage the community to pursue the collective effort that will enable us to come through this crisis together.

In spite of this troubling situation that is affecting the industry as a whole, Holstein Québec is looking to the future. We are confident that with the support of our employees, our committee members, our volunteers and our partners, we will be able to recover from this ordeal and continue to organize events aimed at bringing together our members and their families.

We take this opportunity to thank all those who support the event. At Holstein Québec, we are already looking forward to welcoming you to future events and will devote every effort to preparing the next editions of the Holstein Québec Picnic.

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