



Denim Days

Junior Angus exhibitors gave back to the community with this year's community service project at the National Junior Angus Show.

by Megan Silveira, editorial intern

Jeans are never in short supply at a cattle show. From the stained, well-worn denim of fitters to the starched Wranglers proudly worn by up-and-coming little cowboys, jeans are a popular choice of apparel for any cattleman.

This was a year especially filled with jeans, however. For the 50th anniversary of the National Junior Angus Show (NJAS), National Junior Angus Association (NJAA) members were asked to donate new or gently used jeans for the "Jeans for Teens" community service project.

The first statewide community service project was hosted by the NJAA in 2007, making it a fairly new event for the Association. Each year at the NJAS, a project is picked to help strengthen the ties young cattlemen and women have with their communities outside of agriculture and cattle.

This year, the campaign aimed to provide jeans to homeless or needy teens. Jeans are not only a style capable of helping these teens fit in with their peers, but also require less washing than other clothing items.



Shown is a copy of the Florida Junior Angus Association's flyer, promoting the service project.

Bringing in help

The Florida Junior Angus Association (FJAA) went above and beyond with their involvement in this year's service project. The group managed to bring in over 200 pairs of jeans, a hefty donation capable of helping many individuals.

The FJAA realized this task was bigger than just the Angus community. In an effort to gather the most jeans possible, the junior members reached out to people in

their community who do not have a background in agriculture.

"We put it out on Facebook and sent emails," says Donna Blommel, parent of FJAA exhibitors. "A lot of people from our community actually donated jeans, they just started cleaning out their closets."

Blommel was identified by the rest of the FJAA as the driving force behind the success of this project. She says it was "about the kids."

In an effort to help the juniors, Blommel formed an alliance with the adults in the association, junior members and the entire state of Florida to boost this project.

From flyers posted around town to sharing the opportunity by word of mouth, Blommel and the FJAA made a big impact, both in and out of the cattle industry.

The FJAA created a flyer that featured a line stating: "let's show them what Florida is made of." With the large donation, the sunshine state certainly accomplished this goal.

Jeans might just be an article of clothing, but to some people, they are an amazing gift and a true luxury. 