

# Tune in to 'I Am Angus'

Program to air Nov. 22 on RFD-TV.

The American Angus Association continues its *I Am Angus* documentary series this fall, with an all-new, hourlong television program scheduled to air at 7 p.m. (CST), Monday, Nov. 22, on RFD-TV.

This episode of *I Am Angus* will celebrate Angus history and heritage, telling the stories of people who've played a prominent role in developing the Angus breed in North America during the last century.

Notably, the show will include segments on Harold Henry of Hamilton, Mo., who grew up working for famed businessman and Angus breeder J.C. Penney, and on long-time auctioneer Ray Sims, who will receive the

Saddle & Sirloin Portrait Award this fall in Louisville, Ky.

The Association-produced documentary series was initiated in 2008 and continues with other, additional episodes set to air Jan. 3, 2011, and Feb. 28.

"There are countless people across the country and around the world whose lives are defined by producing quality Angus beef for consumers," says Eric Grant, Association director of communications and public relations. "During the last two years, we've not only told the stories of Angus producers, but also those of a wide assortment of people who've never stepped on a ranch —

everything from meat cutters in New York City, to an artist in Chicago, to a former president of the United States."

The program provides an avenue to show the commitment producers and others have made to raising quality beef.

"Consumers today are craving a connection with the people who raise food," Grant says. "*I Am Angus* allows that to happen, for us to put our best foot forward."

For more information or to watch segments from past shows visit [www.angus.org](http://www.angus.org).

