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American Royal announces Stock Show Secrets as Presenting Sponsor for 2020 Livestock Show

KANSAS CITY, MO – The American Royal Association is excited to announce Stock Show Secrets, a livestock supplement products provider for show animals, will be the Presenting Sponsor for the 2020 American Royal Livestock Show.

The American Royal Livestock Show, one of the most prestigious livestock shows in the nation, has been a Kansas City tradition for over 120 years. Each year the event draws exhibitors from across the country to show their best livestock. The 2020 Livestock Show, presented by Stock Show Secrets, will be October 14-25 at the American Royal Complex.

In 2019, exhibitors from 38 states traveled to Kansas City for the Livestock Show and throughout the two-week event, over 3,500 head of the nation's highest quality cattle, hogs, sheep, and goats were exhibited at the American Royal Complex.

"We are proud to be the Presenting Sponsor for the 2020 American Royal Livestock Show," says Steven McEowen, president of Nutrition By Design, Inc., of Mason, Texas. Stock Show Secrets brand products have been involved with the American Royal in the past and decided to become more involved this year. "As we look at the landscape of livestock shows, the American Royal is easily one of the crown jewels in North America. Their goals, vision, and commitment to young livestock exhibitors is unquestioned, and we look forward to continuing our support of their mission."

As a first time sponsor in 2019, Stock Show Secrets supported the Livestock Show as a lead sponsor. By choosing to expand their partnership in 2020, they will grow their presence at this Kansas City event while increasing their support of the American Royal's mission to impact the future of agriculture through scholarships, education, and competition.

"Support for the American Royal from industry partners is critical to our growth," said Glen Alan Phillips, president and CEO of the American Royal. "To see partnerships with companies like Stock Show Secrets expand and become more involved is encouraging as we look to the future



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of agriculture. We're planning for another successful event this fall and are thrilled to have Stock Show Secrets on board."

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About the American Royal Association

A Kansas City tradition since 1899, the American Royal currently provides opportunities for youth and adults from around the world to compete in a variety of events including our Livestock Show, Pro Rodeo, Equine Shows, and the World Series of Barbecue. These events allow the American Royal, a 501(c)(3) not-for-profit organization, to give over \$1 million annually for youth scholarships and to support agriculture education programs.