

Dear Friends, Neighbors, Local Businesses, and Fellow Cattlemen

When a heart attack strikes, every single second matters. But out here in rural Southern Alberta we are at a terrifying disadvantage. Right now, not one of our local healthcare centers is equipped to provide standard-of-care cardiac treatment. Because of that deaths from all cardiac issues are 26.6% higher in Southern Alberta than in the rest of the province. That isn't just a statistic. Those are our neighbors, the people we sit next to at the auction mart, the friends we help during calving season, the local businesses that keep our towns running, and the family members we love.

A Proud Partnership for Our Community

Our family has ranched South of Lethbridge since 1993 and if there is one thing we know, it's that agricultural folks and local business owners take care of their own and we refuse to accept those odds for our community. That is why Rodgers Red Angus is proud to partner with Perlich Bros. Auction Market to support the **Chinook Regional Hospital Foundation's 'Bringing Hearts Home' campaign**. To lead this charge, our family is donating two commercial open heifers 100% outright to the cause. In true partnership, Perlich Bros. has generously stepped up to donate their facilities and auction services to make this fundraiser possible. Now, we are asking you to stand with us and do your part.

How You Can Help

Immediately following our bull sale on **Tuesday, March 31**, we will hold a special **lightning-round auction** for these two heifers. When they enter the ring we are asking you to dig deep and bid high!! 100% of the proceeds from the auction of these heifers will directly benefit the 'Bringing Hearts Home' campaign.

If bidding on a heifer isn't in the cards for you or your business, you can still make a massive difference. The Perlich Bros. office will be gratefully accepting direct donations for the foundation throughout the sale. Whether you are bidding in the ring or donating at the office you aren't just writing a cheque, you are literally buying time and saving lives for the people in our community. Your bid saves lives!!



For more information about the **"Bringing Hearts Home Campaign"** please scan the QR code above.

Let's bring hearts home together!!

With deepest gratitude,

The Rodgers Family (Rodgers Red Angus) & Perlich Bros. Auction Market

