



## FOR IMMEDIATE RELEASE

### STAR SHOW ADD ON BENEFITS AREA YOUTH

**Hidalgo County** Area youth have put in months of hard work raising their premium livestock and preparing for the annual STAR Show. For 18 years, this annual show brings the opportunity to exhibit their animals and earn premiums, which many exhibitors use those funds to purchase future livestock projects or help with college expenses.

The annual show, as with most things in 2020, will look different this year. Show organizers have elected to host this year's Add On Program online through StockShowAuctions.com, an auction site specific to 4H and FFA livestock sales. Add Ons will begin on Monday, January 25 and end on Friday, January 29. The annual Add On Program has always been supported by area individuals and businesses. The online format will allow that support to continue while following social distancing precautions.

"It's going to look different this year, but it's going to be a great platform for these kids. This was not an easy decision, but we felt we had to give the kids opportunity" says Chuck Sellman, STAR President. "Ultimately, we chose StockShowAuctions.com to host because their platform is designed to be super easy for all ages and their commitment to customer support for our exhibitors and sponsors. We view this online platform as a way to serve our past buyers and get more people involved in supporting these kids." Mr. Sellman says the show expects approximately 350 exhibitors will be participating in this year's Add On Program.

Add-ons are straight financial contributions to an individual exhibitor and can be in any amount. Businesses and individuals may wish to help multiple exhibitors. They can "add-on" \$25, \$50, \$100 or more to an exhibitor. According to Brent Graves with StockShowAuctions.com "Add-ons make the event what it is. Add-ons come from businesses, friends, neighbors, grandparents, aunts & uncles, it gives everybody the opportunity to support these young people. Everybody in these kid's circle wants to see them be successful and they can help them achieve that success at any financial level."

Organizers admit it is an easy process to participate in. Buyers can watch a short instructional video or print off written instructions, register on the site and begin participating once bidding opens on January 25. The STAR Show will collect all the funds as they always have, and those instructions will be on the sponsor's invoices provided by the site at the conclusion of the event.

Sponsors are invited to visit sale at [www.StockShowAuctions.com](http://www.StockShowAuctions.com) or contact Tonya Hill, (956) 566-0442 for more information or to begin participating in the annual auction.

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