

# LambEx 2016

AUGUST 10-12 ALBURY, NEW SOUTH WALES

Media release

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## Sam Kekovich to star in GrandsLamb dinner at LambEx 2016

Australia's Lambassador Sam Kekovich will keep producers entertained at this year's LambEx 2016 in Albury, New South Wales, from August 10-12.

Mr Kekovich is the most recently announced presenter at the conference, which features an outstanding line-up of speakers from across Australia and the world, including New Zealand Merino's Dave Maslen and Sysco Corporation Chef Neil Doherty.

The former AFL star has starred in Meat & Livestock Australia's popular Australia Day advertising campaigns since 2005, most recently appearing in 'Operation Boomerang', the Mumbrella Awards' 2016 TV Ad of the Year. He is renowned for his love of lamb, making him the perfect fit to address delegates at LambEx 2016.

Mr Kekovich will celebrate all things lamb with delegates at the GrandsLamb dinner on Thursday, August 11, which will feature a delicious lamb themed menu for diners, and fabulous NSW wines.

LambEx 2016 Chairman Rodney Watt said it was exciting to have Mr Kekovich at the event.

"I'm sure there will be plenty of people who want to 'chew the fat', so to speak, with Sam Kekovich," he said.

"He's been a wonderful ambassador for the lamb industry. We're pleased to be able to welcome him to LambEx so he can share some insights on his career as Australia's Lambassador and the best ways to spruik lamb!

"He's always a very entertaining speaker and we look forward to hosting him at Albury."

**Producers are encouraged to book before registrations for the conference close on Friday, July 29, 2016.**

"LambEx 2016 is the flagship event for the sheep and lamb industry. It is only the fourth time it has been held and the first time in New South Wales," Mr Watt said.

"We are encouraging as many producers as possible to attend. If you miss out this time, it will be a long two years before the next event!"

**Tickets for LambEx 2016 can be booked at [www.lambex.com.au](http://www.lambex.com.au)**

**ENDS**

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**Download a high resolution image of Sam Kekovich [here](#)**

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