



Kids Round Up Cattle To Beef Up Benefit

Riley Round-Up for MS organizer Jim Riley presented Callie West with the award for Overall Grand Champion Heifer at the Denison, Texas fundraiser.

Youth from all over Texas and parts of Oklahoma came together for the 1st Riley Round-Up for MS this past December. Hosted by Jim Riley and Ivey League Cattle Shows, the event in Denison, Texas consisted of a cattle show and a silent auction with proceeds benefiting the National MS Society.

Riley has always had a strong passion for raising, showing and selling cattle. Diagnosed with multiple sclerosis more than five years ago, he credited the work ethic and lessons he learned raising and showing livestock as a youth for his ability to fight his MS today. Putting on a cattle show as a benefit for MS, he said, seemed like a natural way to put his passion to work to help others.

The two-ring, one-day event attracted 195 head of cattle shown by youth in 4-H and FFA who competed for a multitude of awards and prizes. A large turnout of 600

people attended the inaugural Riley Round-Up for MS.

Money raised from livestock show entries and the silent auction – which included a Resistol hat autographed by country music artist George Strait and a signed collectible from former Dallas Stars player Mike Modano – allowed Riley to contribute \$8,450 to the National MS Society.

Thanks to his hard work and the success of his initial Round-Up, Riley is looking forward to the next one. The 2nd Annual Riley Round-Up for MS is planned for Dec. 7, 2013 at Loy Lake Park in Denison, Texas.

Contributor Jim Riley said he one day plans to hold an even bigger event to raise money for MS research. To learn more or to contact him, visit www.facebook.com/cattlecards.