



Livestock Marketers of Saskatchewan

President:

Bob Blacklock
Stockmens Assistance Corp.

First Vice President:

Stewart Stone
Heartland Livestock Services

Past President:

Rhett Parks
Whitewood Livestock Sales

Director

Joe Jackson
JGL Livestock

Director:

Roy Rutledge
Assiniboia Livestock Auction

Director

John Williamson
Mankota Stockmen's Weigh Co.

Executive Director:

Adele Buettner
AgriBiz Communications Corp.

MEDIA RELEASE

For Immediate Release

June 3, 2014

The Rappin' Auctioneer

Attendees of the Livestock Markets Association of Canada (LMAC) Convention and Canadian Livestock and Master Auctioneer Championships, held in Regina and Moose Jaw May 22-24, 2014, had a celebrity of their own to celebrate.

Rhett Parks, an auctioneer with Whitewood Livestock Sales, recently sprang to fame when YouTube videos of his auctioneering skills set to rap music went viral with the assistance of David Kamp, a music producer from Berlin, Germany. In a matter of days, the four main YouTube channels resulted in over two and a half million views of the rapping auctioneer in action!

Parks has since appeared on Canada AM and has been interviewed by radio stations all over the world including Australia and New Zealand. He's been featured on a social media app called theChive, on a viral video show in the UK, as the new 'Rap God' on SPIN.com – and they're even dancing to his licks in discos in Copenhagen, Denmark!

"The phone calls and Facebook messages over the past three weeks have been non-stop," says Parks. "It's been a bit overwhelming, but I'm having lots of fun with it and I hope to inspire young people who are interested in a career in auctioneering."

One version of his auctioneering prowess, '50 Cent Auction' can be seen on YouTube, at cattlerap.com and at [Facebook.com/cattlerap](https://www.facebook.com/cattlerap). The latest video, 'Sold', is available for purchase on iTunes.

At 36 years of age, Rhett Parks is the youngest director on the Livestock Marketers of Saskatchewan (LMS) Board. He served as President from 2011-2013, and has had direct involvement in a number of LMS-sponsored projects, including a video on proper handling of cattle. Parks has been the manager of Whitewood Livestock Sales, a family-owned and operated business, since the fall of 2005. Previously he managed Pipestone Livestock, and has been selling cattle since 1997.

The annual Livestock Markets Association of Canada Convention and Canadian and Master Livestock Auctioneer Championships, hosted this year by LMS, provides opportunities for those involved in the marketing of livestock to network and learn more about the industry.

LMS promotes competitive bidding in the marketing of livestock by: establishing collaborative relations with industry partners; developing educational activities for members; and adhering to sound business practices and responsible animal welfare at members' auction markets. Saskatchewan has the second largest cow herd in Canada. Over 90 percent of the cattle marketed in Saskatchewan are sold through members of the Livestock Marketers of Saskatchewan.

For further information contact:

Rhett Parks
Director
306.735.7813

Adele Buettner
Executive Director
306.249.3512