



Media Release

FOR IMMEDIATE RELEASE

Online auction kicks off the Advanced Agricultural Leadership Program Dream Auction

GUELPH, ON, Jan. 26, 2018 — The Advanced Agricultural Leadership Program (AALP) Dream Auction fundraising events continue next month with the online portion of the auction set to open on February 1, 2018. In addition to the gala, the online fundraiser supports the [AALP](#) executive development program and the current [AALP Class 17](#).

“Much like the raffle held last fall, the online portion of the Dream Auction provides an avenue for those who cannot attend the gala event in person to participate and support AALP,” says Andy McTaggart, co-chair of the 2018 AALP Dream Auction. “The online auction portion also allows us to expand the reach of the event, and as a result, the potential pool of bidders and buyers.”

The online auction includes 70+ lots, all of which are now available for viewing on the [Rapid-Sell](#) website. Bidding opens on Thursday, February 1, 2018 at 12:00 noon, and begins to close on Sunday, February 4, 2018 at 9:00 p.m. EST with a soft close and a 10% Bidders Premium in effect.

Those wishing to register to bid can do so through the same link to the [Rapid-Sell](#) website. Purchased items can be paid for and picked up on Saturday, February 10, 2018, from 2-8 p.m. at the Delta Hotel and Conference Centre in Guelph. Payment can be made by cash or personal cheque (payable to the Rural Ontario Institute). 100% of the proceeds from the auction go to AALP.

To cap-off the fundraising activities, the AALP Dream Auction gala event will be held Saturday, February 10, 2018 at the Delta Guelph Hotel and Conference Centre. The Dream Auction will feature live and silent auctions throughout the evening. The call for auction items is still open at this time, so those wishing to make a donation can do so online at aalpdreamauction.com/donations.

Tickets for the gala are on sale now for \$95 each, and can be purchased online at aalpdreamauction.com. For more event details, follow the 2018 AALP Dream Auction on [Facebook/AALP Dream Auction](https://www.facebook.com/AALPDreamAuction) and Twitter [@AALPDream](https://twitter.com/AALPDream).

-30-

For more information, contact:

Jenn Norrie

2018 AALP Dream Auction Communications Lead

Email: jenn.norrie@gmail.com

Photo Caption:



The online AALP Dream Auction will take place Thursday, February 1, 2018 at 12:00 noon through Sunday, February 4, 2018 at 9:00 p.m. EST. The 2018 AALP Dream Auction gala will take place February 10, 2018 at the Delta Guelph Hotel and Conference Centre.

About the Advanced Agricultural Leadership Program:

During the 19-month program, AALP participants learn about leadership and organizational development theories and practices, government and political processes, economics, trade policy, global affairs, sector and industry related issues in Ontario and globally through North American and international study travel components. AALP is delivered by the Rural Ontario Institute (ROI).

Established in 1984, the Advanced Agricultural Leadership Program (AALP) has graduated almost 450 leaders who are making a positive difference across Ontario and beyond. For more information, visit www.ruralontarioinstitute.ca/aalp.