Legacy 56

The National Shorthorn Lassie Association has long stood as one of the most recognizable and enduring pillars of the American Shorthorn community. Officially organized in 1956 during the Chicago International Livestock Show, the Lassies were created to support, promote, and elevate the Shorthorn breed while cultivating leadership among young women across the country. Now, 70 years later, that mission continues through *Legacy 56*—our fundraising initiative designed to preserve the past, empower the present, and secure the future of the Lassie tradition.

A Heritage Rooted in Service and Promotion

Since our founding, the National Shorthorn Lassies have served as the women's auxiliary of the American Shorthorn Association. Over the years our roles have included organizing breed promotions, hosting receptions at national shows, coordinating educational activities, and supporting the National Shorthorn Lassie Queen program.

The Lassie Royalty, who represent the Shorthorn breed at shows, sales, and events nationwide, serve as spokeswomen, educators, and role models. Their duties extend far beyond wearing the sash and crown. They lead youth programming such as *Lassie 101* and *Lassie Tea*, helping introduce the next generation to the breed and the agricultural lifestyle.

Why Legacy 56 Matters

The Legacy 56 initiative was created to ensure that the Lassie Queen program—and the broader mission of the Lassie Association—remains strong for decades to come. Each year, the Shorthorn Foundation and the National Shorthorn Lassie Association provide more than $15,000 in financial support to help the reigning royalty travel, educate, and represent the breed across the United States.

Legacy 56 invites supporters to contribute **$56 or more**, honoring the year the Lassies were founded and celebrating every woman who has carried the title since 1956. These funds directly support:

- **Travel and scholarship** for the National Lassie Queen and National Shorthorn Lassie.
- **Youth education programs** that introduce young people to the Shorthorn breed.

By becoming a Legacy 56 member, donors help ensure that the Lassie tradition remains vibrant, accessible, and impactful for future generations.

A Living Legacy

The influence of the Lassie program is evident in the young women who continue to step into leadership roles within the cattle industry. Recent queens, exemplify the program's mission—balancing academic pursuits, breed promotion, and community engagement while representing Shorthorn breeders nationwide.

Each queen builds upon the legacy of those who came before her, creating a continuous thread of mentorship, advocacy, and service that stretches now over 7 decades.

How to Support Legacy 56

Supporters can join Legacy 56 by making annual or one-time contributions, ensuring the Lassie program remains financially strong and accessible to young women from all backgrounds. Every gift—large or small—helps sustain the educational outreach, leadership development, and breed promotion efforts that define the Lassie mission.

Legacy 56 is more than a fundraiser. It is a tribute to the women who have shaped the Shorthorn breed and a promise to those who will lead it into the future.

Name:_____

Phone Number:_____

Address:_____

Circle How You Will be Paying: Cash Check

Circle The Payment Option: One-Time Annually

Mail cash or checks to:
Pam Dressen
N4787 515th St.
Ellsworth, WI 54011

Or scan the QR code above or https://checkout.square.site/merchant/MLE5A4MY75AN2/checkout/HKOEZL54FOICRSSNJOJFODMJ?src=webqr to complete online with a card.