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**Oklahoma Cattlemen's Foundation announces the launch of the Lasting Legacy Campaign**

**OKLAHOMA CITY, October 4, 2023** – Oklahoma Cattlemen's Foundation (OCF) launched the Lasting Legacy Campaign on October 4 to raise \$3 million to provide a new "home base" for the Oklahoma Cattlemen's Association (OCA).

OCA has been in the existing office in the historic Stockyards of Oklahoma City since 1968. The new building will feature more office space for staff, living quarters, an event center, outdoor gathering place and an all-around updated feel and look, while preserving the tradition of our current office.

"Whether you have been to the OCA headquarters or not it should matter to you because it is the home of our industry and having business facilities is crucial for any organization to function efficiently and successfully," said Mariah Reimer, OCF Executive Director. "Launching the Lasting Legacy Campaign is a significant moment for OCA. I am excited to give back to an organization whose goal is to take care of individuals like my family and represent our industry on the local, state and national level. Now is the time to pay it forward and do your part toward impacting our organization through the Lasting Legacy Campaign."

Contributions made to the campaign will directly impact the future of Oklahoma's cattle and agriculture industries. The campaign features a variety of ways to contribute. Many of these gifts are consistent with the missions, purposes and priorities of the OCA and Foundation. These include online gifts, cash or check, sponsorships, pledge, employer matching, estate planning, endowments, stocks and bonds, livestock and more.

"This legacy is one we are proud and honored to have; the Lasting Legacy Campaign allows OCA and the Oklahoma Cattlemen's Foundation to have the resources and capability to have a strong home for our members," said Michael Kelsey, Executive Vice President of OCA. "Your legacy will forever be engraved in our industry for generations to come with the impact you make toward the Lasting Legacy Campaign. Thank you for helping us preserve your industry."

The Oklahoma Cattlemen's Foundation's mission is to support the Oklahoma cattle industry by preserving past traditions and educating current and future generations in coordination with OCA and OJCA. To learn more visit [oklahomacattlemensfoundation.com](http://oklahomacattlemensfoundation.com).

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For more information about the Lasting Legacy Campaign or about contributing to the campaign, you can contact Mariah Reimer at [mreimer@okcattlemen.org](mailto:mreimer@okcattlemen.org) or by phone at 405-235-4391.