

## **\*\*\*\*\*WIN A PEDIGREE LUING HEIFER\*\*\*\*\***

### **Background**

Drew Peoples of Ballyoan Luings, Co. Londonderry, Northern Ireland, is running a raffle to win a pedigree Luing heifer. The raffle is to raise funds for *Friends of the Cancer Centre*, a charity based in Northern Ireland whose good work Drew witnessed first hand when being successfully treated for prostate cancer in Belfast earlier this year.

### **Drew's condition**

Prostate cancer is the most common cancer in men. In the UK, 36,000 men are diagnosed with prostate cancer every year. In Northern Ireland prostate cancer (23%) is second only to breast cancer (35%) in terms of the proportion of cancer patients in the province affected by the condition. Present tests for Drew show treatment to have been 100% successful with recent tests showing no traces whatsoever. As Drew himself says, the secret in successfully treating prostate cancer, like any other form of cancer, is early diagnosis and it is then that charities like *Friends of the Cancer Centre* really come into their own.

### **Friends of the Cancer Centre – [www.friendsofthecancercentre.com](http://www.friendsofthecancercentre.com)**

'Friends' is the leading local cancer charity based at the heart of the Cancer Centre, Belfast City Hospital – a world leading centre for cancer treatment. The charity relies entirely on voluntary donations and with your help and support 'Friends' makes a real and meaningful difference for thousands of cancer patients and their families across Northern Ireland. In the words of Dr Seamus McAleer, Consultant Oncologist and Honorary Secretary to the Trustees, "Friends of the Cancer Centre has much unfinished business in continuing to contribute to the care, treatment and support of cancer patients and their families throughout Northern Ireland. The new Cancer Centre can continue to do what it does best; raise money to put directly back into projects that make a real and meaningful difference for patients and their families."

### **Ballyoan Luings**

The herd was started in 2000 and Drew has 16 pedigree females in the herd at present. All cattle are outwintered, winter rations being barley straw until New Year then baled silage. Only Luing cows are hardy enough and thrifty enough to work well on this system while the calves after birth are up and about within an hour whatever the weather. Calf weaning weights are very good yet cost a lot less to produce and Drew foresees a steady increase in Luing numbers in Northern Ireland as they gain in familiarity.

### **How can I buy tickets**

Tickets are available in lots of 20 (£20) from Drew (02871-293516 or 5 Copperfield Drive, Kilfennan, Londonderry, BT47 5DG). If you wish to send a cheque and receive some tickets, please make cheques payable to 'Drew Peoples' and send to the address outlined above. Drew will also be in attendance at the forthcoming Luing open day taking place on Saturday 14<sup>th</sup> August at West Preston, Kirkbean, Dumfries where you can buy tickets directly from him on the day.

Johnny C. Mackey  
Breed Secretary  
Luing Cattle Society Ltd.  
3<sup>rd</sup> August 2010