



Win a Safeway Summer Backyard BBQ!

Canada Safeway is challenging 4-H clubs in Alberta to help raise awareness for Prostate Cancer.

What Can Clubs Do?

Canada Safeway will launch its month-long Prostate Cancer Campaign, a fundraising and awareness campaign, with a goal to raise over \$1 million to fund valuable research and awareness tools for Canadian on **Saturday, June 22, 2013**.

Canada Safeway is inviting 4-H clubs to partner with their local Safeway store in order to promote Prostate Cancer Awareness that same day.

Prostate Cancer is the most common cancer affecting Canadian men. During his lifetime, 1 Canadian man in 7 will be diagnosed with prostate cancer.

For almost 100 years, through its pledge of “hands to larger service”, 4-H has a proud history of giving back to the community by encouraging young people and adults to volunteer. Community service, making a difference in our communities and improving quality of life for all has been something all 4-H members have been committed to for generations.

What better campaign to get involved with than promoting Prostate Cancer? Becoming involved in this worthy initiative will teach 4-H participants to care and lead while raising awareness for the cause – the most common cancer to afflict the men we love. *We all have a father, uncle, brother or son who we do not want to see affected by Prostate Cancer.*

Examples of how clubs can get involved:

- Volunteer to set up a Prostate Cancer Information Awareness Booth in your local Safeway Store
- Volunteer at the in-store BBQ or Float Day, with proceeds going to Prostate Cancer
- Be a volunteer celebrity 4-H bagger and help Safeway store employees bag groceries
- Wear fun colourful neck ties and hand out prostate awareness material!
- Members can choose to volunteer with their dads and make it into a father-daughter or father-son event!

Win a Safeway Summer Backyard BBQ!

All participating clubs that have registered to participate by **May 24, 2013** will be entered in a prize draw to receive a Safeway Summer Backyard BBQ for their club. The prize will include:

- Local Alberta grown produce from Canada Safeway
- The best selection of AAA Canadian Beef
- Canada Safeway Employees to Serve Your BBQ Meal
- Valued at: \$500



Are you interested?

Respond “Yes, I want more information” or “Yes, I want to participate” to Vanessa Bosworth, 4-H Foundation of Alberta, Ph:1.877.682.2154, Email: bosworth@4hab.com, or Ree-Lee Pieschel, 4-H Foundation of Alberta, Ph:587.999.2240, Email: pieschel@4hab.com along with your club information and contact information by **May 24, 2013** and you will be contacted regarding the Canada Safeway Prostate Cancer Awareness Opportunity.