



News Release

For Immediate Release – Monday, August 12, 2013



Are you ready for Gord Bamford Valleyview?

11 4-H districts competed in “Why 4-H is Great” Contest and one walked away with it

Battle Lake, Alberta – The 2013 “Why 4-H is Great” contest was once again a resounding success. The five contest finalists thrilled audience members at the Alberta 4-H Centre as they demonstrated their outstanding talents while competing for the top musical honours on August 12. The “Why 4-H is Great” community concert Facebook also concluded at this event, with the winning 4-H district being officially announced near the end of the day’s proceedings. 2013 marks the fourth consecutive year that 4-H Alberta has partnered with ATB Financial and Gord Bamford to present the “Why 4-H is Great” musician’s contest and community concert.

By far the best year yet. The district engagement was the highest thus far and certainly the desire to have Gord Bamford do a mentoring session and perform in their region trumped all. “All of the audio/visual contest submissions made by 4-H Alberta districts were a pleasure to watch, and each one highlighted something special and unique about the 4-H program and the partnership we collectively share,” stated Dan Allen, Vice President of Independent Business and Agriculture, ATB Financial on August 12. “We were very impressed with the calibre of the performances today. Having the confidence to perform on stage in front of an audience is an incredible ability at any age, but is especially remarkable among such young talent. I believe that it is thanks in large part to the life skills learned through participating in the 4-H program that we witnessed so many talented, poised and gifted young acts here today”.

In absence of Gord Bamford, special guest Scott Schiffner, Professional Bull Rider, offered the audience of 130 people some advice for competing and being successful during a “Question and Answer” mentorship session. Members of the audience and 4-H summer camp attendees had several questions for Schiffner regarding his experience and career. One of Schiffner’s most notable responses that truly resonated with the crowd was to “be sure to ask lots and lots of questions as there is never a stupid question and make sure you learn to be a great loser. You never get better if you do not lose. If you lose, you learn to ask questions and you get better at what you do”. Bamford, recent Canadian Country Music Awards (CCMA) nominee for the 2013 CCMA Fan’s Choice Award, was in Arizona filming his next video release on his new album and was unable to attend the event.

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Five outstanding musical acts were invited to perform on August 12. The judging panel was comprised of Terry Andryo, Senior Agriculture Marketing Manager, Business and Agriculture, ATB Financial; special guest Scott Schiffner, Professional Bull Rider; and radio broadcast personality, Jackie Rae Greening, Manager of Edmonton Operations, Newcap Radio. After careful deliberation, Taryn Stauffer of Tofield Beef Club was selected by the judges as the contest winner. She has been awarded with the exciting honour of being the opening act for Gord Bamford in Valleyview, Alberta at the “Why 4-H is Great” concert.

“The amazing talent Alberta has to offer is really impressive. We witnessed great vocals, great songwriting, and great stage presence – thanks to the 4-H communications program! It was a really enjoyable afternoon”, stated Jackie Rae Greening, Manager, Edmonton Operations, Newcap Radio.

This year all 4-H Alberta Districts were encouraged to apply to be the “Why 4-H is Great” community concert host by submitting audio visual entries that highlight “Why 4-H is Great” or “Why 4-H loves Alberta”. Out of eleven entries, the top 3 were posted to Facebook and were judged by the general public, who were invited to cast their vote until August 11.

The Facebook race was a tight one up until the last weekend, in which the winning candidate – Valleyview 4-H District – managed to jump ahead of their opponents to take the lead in the competition with a total of 1,234 votes. Their fabulous grand prize will be to host the Gord Bamford community concert on November 14, 2013, which will act as a fundraiser for their local 4-H District. All members of the Valleyview 4-H District will also receive a private Gord Bamford mentoring session as well on the day of the concert.

Second place went to Drayton Valley 4-H District, with 1,158 votes. They received a 2013 Canadian Country Music Association Prize Package to use as a raffle fundraiser. Placing third was Mountain View 4-H District, with 613 votes, and they received a \$200 4-H Foundation Souvenir gift certificate.

The “Why 4-H is Great” community concert, sponsored by ATB Financial, will take place on November 14, 2013. Tickets can be purchased starting September 2013 and more information will be available on the “Why 4-H is Great” and 4-H Alberta website.

“We are really excited to get started with planning and promoting this concert and to bring Gord Bamford to our community! All of our hard work and efforts to showcase and promote 4-H Alberta has paid off! We’re hoping to make this the best “Why 4-H is Great” concert yet,” stated Sherry Howey, President, Valleyview 4-H District.

The Valleyview 4-H District will utilize the concert as a local fundraiser for 4-H. In the past three consecutive years, the partnership between ATB Financial, Gord Bamford and 4-H Alberta has led to more than \$37,000 in total being raised for local 4-H.



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About 4-H Alberta

Building communities since 1917, 4-H Alberta has been mentoring the youth of this province in the ways of leadership and communication, all the while equipping them with confidence, life-applicable skills and a network of friends that spans the entire country. With a profuse alumni network, 4-H Alberta is the province's rural youth organization of choice.

About ATB Financial

ATB Financial is the largest Alberta-based financial institution, providing personal, business, agriculture, corporate and investor financial services to more than 635,000 Albertans and Alberta-based businesses in 242 communities. We provide service through 170 branches and 130 agencies, telephone and internet banking, a Customer Contact Centre, and automated banking machines. ATB Financial was established in 1938 and has been a provincial Crown corporation since 1997. ATB has won numerous national workplace awards, including recognition as one of Canada's best 50 employers.

About Gord Bamford

Gord Bamford is a true country boy, devoted family man, skilled entertainer, and very successful, multi-award winning Canadian Country Music Artist. Honored with an incredible 6 nominations (16 including all his associated nominations) for the 2012 CCMA Award Show, Gord was named this year's Songwriter of the Year as well as Interactive Artist of the Year. 2013, Gord is one of the top 5 artists in running for the CCMA Fans Choice Award. Voting for the **CCMA Fans' Choice Award** winner is now open at www.ccma.org. All voters will automatically be entered into a draw to win the **Ultimate Fan Contest** with the lucky winner being whisked away to Edmonton to attend **Country Music Week**® and present the **Fans' Choice Award** on the CCMA Awards Broadcast.

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