



## News Release

### FortisAlberta Helps 4-H Alberta Enrich Communities

Calgary, Alberta – Alberta 4-H and FortisAlberta are pleased to announce an exciting new 2011-2012 partnership. The two organizations are mutually committed to attaining excellence and are dedicated to ensuring a bright future for rural Alberta communities. FortisAlberta will be a Champion Alberta 4-H sponsor, contributing \$15,000 for the year. These funds will be used to enhance 4-H members and leaders, as well as to strengthen Alberta communities.

Part of FortisAlberta's community investment mandate is to contribute to the well-being of communities. It can be said that Alberta 4-H exists for the same purpose – that is, “to provide the youth of today with the transferrable skills; confidence and enthusiasm; and the capacity to achieve greatness that is the necessary fuel that will empower the leaders of tomorrow. The partnership between FortisAlberta and Alberta 4-H has been forged by corresponding values and a shared commitment to enriching communities” notes Bruce Banks, CEO of the 4-H Foundation of Alberta.

The \$15,000 contributed by FortisAlberta to the 4-H Foundation of Alberta will be used in four different capacities which will benefit Alberta 4-Hers and the communities where they live, work and play.

First, FortisAlberta will be a Partner Supporter sponsor at Alberta 4-H Leaders' Conference 2012. Leaders' Conference is a weekend-long session held in Red Deer, AB where 4-H leaders from around the province gather to learn, share, grow and enhance their leadership capabilities.

Second, two FortisAlberta scholarships will be awarded in 2011 to three 4-H members who reside in the West Central region of the province. In 2010, the 4-H Foundation of Alberta's scholarship program awarded \$80,000 to over 100 4-H members pursuing post-secondary education.

FortisAlberta has also committed to sponsoring the Alberta 4-H Centre Annual Cleanup weekend, held each May as a 4-H club community service alternative to Highway Cleanup.

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### Alberta 4-H Legacy Builders

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## News Release

### FortisAlberta helps 4-H Alberta Enrich Communities Cont'd

Finally, the 4-H Foundation and FortisAlberta are pleased to announce that 2011 will be the inaugural year of the Alberta 4-H Community Cleanup Contest. Each club in the South, East Central, West Central, and North East regions will be eligible to complete a community improvement initiative and then complete a project presentation which will then be judged by a panel of FortisAlberta and Alberta 4-H representatives. The best community improvement project from each region will be awarded \$1,000 to benefit that club's district council. The contest is a great new opportunity for 4-H clubs, many of whom already are involved in community service and community improvement projects.

FortisAlberta and Alberta 4-H will together empower the youth and communities of Alberta. Thanks to the commitment of corporate sponsors like FortisAlberta, Alberta 4-H continues to provide superior programs and opportunities to youth around the province.

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*As owner and operator of more than 60 per cent of Alberta's total electricity distribution network, FortisAlberta's focus is delivering safe and reliable electricity to almost half a million residential, farm and business customers. The Company serves more than 200 communities with 112,000 kilometres of distribution power lines across central and southern Alberta.*

*Building communities since 1917, Alberta 4-H 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, Alberta 4-H is the province's rural youth organization of choice.*

For more information, or to arrange interviews, please contact:

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