

UFA to award \$250,000 total in GetNGive Contest Prizes!

Between September 10, 2013 and April 25, 2014 UFA Co-operative Limited will be awarding five \$50,000 prizes to organizations that champion rural sustainability! Over that time frame the total amount awarded will total \$250,000.

UFA will be choosing the first winner on October 10, 2013. Each winner will then select the subsequent winners. It is the ultimate act of rural kindness!

Full details and rules and regulations can be found at www.UFA.com/GetnGive.

Who can enter?

Any group that resides within 200 km of a UFA location in Alberta, Saskatchewan and British Columbia and has a project that will support or enrich their rural community and have a lasting impact.

What kind of project would be eligible?

Any project that supports and enriches rural communities. It could be everything from a new piece of emergency equipment, to the foundation for a new riding arena, or even the development to an existing structure in your community.

How are the winners chosen?

UFA judging is involved to choose the first winner. For the remaining four (4) winners, the judges will assess all entries based on the same criteria and will submit five (5) semi-finalists to the winning group. They will then choose the next project to win based on the same criteria as the UFA judges.

What criteria is the judging based on?

The judging involves the following criteria:

- 1) How the \$50,000 prize will support or enrich the rural community represented
- 2) How the project will have a lasting impact on the rural community
- 3) How compelling, original and creative the entry is

How do we enter?

Follow these easy steps:

- 1) Go to UFA.com/GetnGive
- 2) Complete all required application information
- 3) Enter a summary of what this project will do for your rural community
- 4) Write an essay (2500 words) about your project
- 5) Upload photos or videos to help tell the story and enhance your application

Can we enter in person at a UFA location?

Yes, official application forms will be available at all UFA Farm & Ranch Supply stores and Petroleum agencies along with instructions on where to drop off or mail your entry.

How do I know if we have been selected for the \$50,000 prize?

Each winning group will be contacted within two business days of being selected. Please see "Important Dates" at: www.UFA.com/GetnGive

Am I able to vote online?

You will be selected, not voted for. Comments are welcome online.

Are there runner-up prizes?

If you were not selected as a winner of the \$50,000 prize, your entry will move on to the next round and you will have another chance at being awarded a \$50,000 prize.

Contact UFA

Email: getngive@ufa.com

Call: Customer Support at 1-877-258-4500

Entries may be mailed to:

UFA Get 'n' Give Contest
Contest c/o Marketing/Communications
UFA Co-operative Ltd., Box 5350 Stn. A
Calgary, AB, T2H 2J9

Entries are also accepted at any UFA Farm & Ranch Supply store or Petroleum agency.



The graphic is a promotional poster for the UFA Get 'n' Give Contest. On the left, a dark grey vertical band contains the text "Get 'n' Give CONTEST" in a light blue cloud-like shape, followed by "RURAL FROM THE ROOTS UP" in large, bold, orange and white letters. Below this are social media icons for Twitter, Facebook, and YouTube, along with the hashtag #UFAGetnGive. The main background is a light beige with a subtle diagonal line pattern. At the top right, it says "UFA is awarding \$250,000" in large, bold, dark blue letters. Below this, a flow diagram shows three dark blue cloud-like shapes connected by orange arrows: "GET \$50,000" → "GIVE \$50,000" → "REPEAT UP TO \$250,000". Underneath the flow diagram, the text asks "What would your community do with \$50,000?" and states "It's the ultimate rural act of kindness." in orange. It then says "Visit UFA.com/GetnGive to learn how you can enter your community for a chance to win and pay it forward." The UFA logo is in the bottom right corner, with "UFA.com" written below it.

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What would your community do with \$50,000?

It's the ultimate rural act of kindness.

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