



Canadian 4-H Council

Conseil de 4-H du Canada

New 4-H/John Deere Merchandise Now Available Across Canada

OTTAWA, Thursday April 1, 2010- It has never been easier for 4-H members, leaders and supporters to wear green—as well as some yellow—and show their 4-H colours.

In John Deere dealerships across Canada, the John Deere logo and Canadian 4-H logo are appearing together on T-shirts, hats, bags, and other small items. The products have been in dealerships for a month, and are providing 4-H supporters with a new way to show their 4-H pride and spirit.

“We are very excited to be a part of this co-branding merchandise program with John Deere,” said Judy Shaw, president of the Canadian 4-H Council. “It is a great way to celebrate our long-standing partnership with John Deere, and to make sure that the 4-H brand is seen across Canada more than ever.”

This year marks the 60th anniversary of John Deere’s membership with the Canadian 4-H Council. A portion of the merchandise sales will be directed back to the Canadian 4-H Council, which promotes the visibility of the 4-H brand, conducts national and international programs and exchanges, and offers scholarships and grants for 4-H members.

The lineup will initially include T-shirts, ball caps and a sweatshirt, gym bag and key tag featuring both the John Deere and Canadian 4-H logos. It may be extended to other items in the near future.

“The feedback from John Deere and 4-H supporters has been extremely positive,” Shaw continued. “The merchandise looks great, and we are very proud to celebrate our partnership with John Deere in this way.”

Learn To Do By Doing – Apprendre en travaillant

Central Experimental Farm / Ferme expérimentale centrale
960 Carling Ave., Building/Edifice #26, Ottawa ON, K1A 0C6
Tel: 613-234-4448 Fax: 613-234-1112

www.4-h-canada.ca

For anybody interested in purchasing the 4-H/John Deere merchandise, they can visit their local John Deere dealership. More information about John Deere and dealer locations can be found at <http://dealerlocator.deere.com>.

More information about this program, as well as the 4-H program in Canada can be found at www.4-h-canada.ca.

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About the Canadian 4-H Council

The Canadian 4-H Council is a not-for-profit agency that co-ordinates all national 4-H activities in Canada. Founded in 1933, the Council offers conferences, exchanges, grants, scholarships and international travel opportunities to 4-H members and leaders across the country.

Media Contact:

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4-H and John Deere Co-Branded Merchandise Program



What items are available?

The program will include eight (8) items initially; 3 T-shirt options, 2 ball cap options, a sweat-shirt, 2 gym bag options, and a key tag. More items may become available as the program expands.

Where can customers buy the items?

Items will only be available to purchase at John Deere dealerships that choose to carry this line. Some John Deere dealerships may choose to not participate in the program, and will not carry the 4-H/John Deere Co-Branded Merchandise.

To locate a John Deere dealer, visit the John Deere Dealer Locator website:
<http://dealerlocator.deere.com>

What are the prices of each item?

Prices are set by the individual John Deere dealership. To find out more, visit your local John Deere dealership.

How does the club customization component work?

For additional costs (depending on the amount of customization), clubs can add text such as their club name or location to the 4-H/John Deere merchandise. No logos can be used. The customization is limited strictly to text.

Is there a minimum order?

There is no minimum order for any items. There is no minimum order for club customization.

Who should I contact for more information?

For more information about the program, direct all inquiries to Ken Lancaster, communications and marketing manager with the Canadian 4-H Council, via email: klancastle@4-h-canada.ca

4-H Apparel Offer

from Michael Walker Advertising



WHITE T-SHIRT
100% cotton jersey.
Screened with the
John Deere trademark
and 4-H logo on sleeve.
White in sizes: S - 2XL.
4-H 1

Manufactured
in North America



GREEN T-SHIRT
100% cotton jersey.
Screened with the
John Deere trademark
and 4-H logo on sleeve.
Green in sizes: S - 2XL.
4-H 2



YELLOW T-SHIRT
100% cotton jersey.
Screened with the
John Deere trademark
and 4-H logo on sleeve.
Yellow in sizes: S - 2XL.
4-H 3

Manufactured
in North America



HOODED SWEATSHIRT
50/50 cotton/poly fleece.
Screened with the
John Deere trademark
and 4-H logo on hood.
Black in sizes: S - 2XL.
4-H 4

DISCLAIMER:
Items shown are
prototypes only
and actual items
may vary.

Club customization available at
an extra cost.
Please contact us for details.

4-H Apparel Offer

from Michael Walker Advertising



OGIO SPORTS BAG
600D ripstop polyester bag with side and front zip pockets, carry strap. Embroidered with the John Deere trademark on top and 4-H logo on front pocket. Black or Pink.
24" W x 12" H x 10.25" D
Black 4-H 5 / Pink 4-H 6



WHITE KEY RING
White plastic key ring with 4-H logo imprinted on one side and the John Deere trademark imprinted on the other. Metal ring for attaching keys. 4-H 7



GREEN CAP
Chino cap with slide buckle. Embroidered with John Deere trademark on front and 4-H logo on back. 4-H 8



CHINO TWILL CAP
Pink cotton cap with cloth backstrap. Embroidered with John Deere trademark on front and 4-H logo on back. 4-H 9



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Club customization available at an extra cost.
Please contact us for details.

City	Province	Dealer Name	Mailing Address	Phone
Vermilion	AB	Agland	4915 47th	(780)853-5361
Lloydminster	AB	Agland	Hwy 16 West at	(780)875-4471
St Paul	AB	Agland	PO Box 1468,	(780)645-4437
Red Deer	AB	Deermart Equipment Sales Ltd	6705 Golden	(403)343-2238
Vulcan	AB	Deer-Country Equipment (1996) Ltd	P.O. Box 1090 -	(403)485-2231
High River	AB	Deer-Country Equipment (1996) Ltd	Box 5670 /	(403)652-7797
Falher	AB	Ross Ag Ltd	712 Main	(780)837-2267
Athabasca	AB	Deerland Equipment	5102 43rd	(780) 675-2256
Vegreville	AB	Deerland Equipment	5108 53rd	(780) 632-6006
Fort	AB	Deerland Equipment	8599 112th	(780) 998-3249
Killam	AB	Battle River Implements Ltd	Box 360 - 5807	(780) 385-3993
Camrose	AB	Battle River Implements Ltd	4717 38th	(780) 672-4463
Provost	AB	Battle River Implements Ltd	Box 238 - 5803	(780) 753-2278
Wainwright	AB	Battle River Implements Ltd	1526 14th	(780) 842-2171
Grande Prairie	AB	PrairieCoast Equipment Inc	15102 - 101	(780) 532-8402
Lacrete	AB	PrairieCoast Equipment Inc	Box 270, 10501	(780) 928-3337
Fairview	AB	PrairieCoast Equipment Inc	Box 2139	(780) 385-4440
Edmonton	AB	Martin Equipment	17104 118th	(780) 452-2790
Mayerthorpe	AB	Martin Equipment	4402-52nd	(780) 786-2253
Warburg	AB	Martin Equipment	5704-50th	(780) 848-7777
Wetaskiwin	AB	Martin Equipment	3820 47th	(780) 352-3368
Westlock	AB	Deerline Sales	10803 - 100	(780) 349-3391
Barrhead	AB	Deerline Sales	6111 49th	(780) 674-2213
High Prairie	AB	Deerline Sales	HWY 2 EAST	(780) 523-4431
Edmonton	AB	Martin Equipment	17104 118th	(780) 438-2484
Spruce Grove	AB	Martin Equipment	53032 Hwy 60	(780) 452-2790
Pincher Creek	AB	Agro Equipment	Box 1720, 1165	(403) 627-4451
Claresholm	AB	Agro Equipment	P.O. Box 1087,	(403) 625-4421
Calgary	AB	Agro Equipment	8483 23rd	(403) 280-2200
Coronation	AB	Agro Equipment	P.O. Box 1420 -	(403) 578-3744
Olds	AB	Agro Equipment	4310 50th	(403) 355-6696
Ponoka	AB	Agro Equipment	6610 46th	(403) 783-3337
Stettler	AB	Agro Equipment	4101-44th	(403) 742-4427
Trochu	AB	Agro Equipment	P.O. Box 430 -	(403) 442-3982
Lethbridge	AB	Western Tractor Company Inc	3214 5th Ave N	(403) 327-5512
Taber	AB	Western Tractor Company Inc	5802 56th	(403)223-3588
Burdett	AB	Western Tractor Company Inc	P.O. Box 33 - 1	(403) 833-3811
Medicine Hat	AB	Western Tractor Company Inc	1549 - 30th	(403) 526-4450
Brooks	AB	Evergreen Equipment Ltd	Box 760 - Hwy	(403) 362-3486
Bassano	AB	Evergreen Equipment Ltd	Old Hwy 1	(403) 641-3813
Drumheller	AB	Evergreen Equipment Ltd	Box 1330,	(403) 823-8484
Hanna	AB	Evergreen Equipment Ltd	Box 309, South	(403) 854-3334
Calgary	AB	E.J. Mower Centre Ltd	503 70 Ave S.W.	(403)259-8770
Stony Plain	AB	Parkland Cycle & Lawn Ltd	Box 3031	(780)963-2790