

# 4-H Beef and Dairy Shows to Receive Funding from Kubota

*Kubota invests more than \$100,000 across Canada in 4-H beef and dairy shows*

The Canadian 4-H Council is very happy with the investment that Kubota Canada Ltd. is making across Canada, by sponsoring various 4-H beef and dairy shows leading up to the Royal Agricultural Winter Fair in November.

This year, Kubota is investing more than \$150,000 across the country, with a significant amount of that funding going to 4-H, while the remainder is used for banners and signage, volunteers, and prizing for the shows. This is the third year that Kubota has provided this support for 4-H across Canada.

“It is fantastic to see the support for the 4-H program from companies like Kubota,” said Rob Black, president of the Canadian 4-H Council. “Kubota has been a great supporter of 4-H over the past several years, and they recognize the importance of giving back to 4-H. We are very happy to have supporters like Kubota across Canada.”

This year, Kubota is sponsoring its highest number of shows across Canada since it began sponsoring 4-H three years ago. The company has also surpassed its funding goal, and is sponsoring 108 events across Canada. This is an increase over the 88 shows that were sponsored in 2010.

For Kubota, this investment represents an investment in the future of the Canadian agricultural industry. The company has recognized the 4-H program as a premiere youth leadership organization for all youth across Canada.

“Once again, we are very excited to be partnering with the 4-H program in Canada and helping youth ‘Learn to Do by Doing,’” said Ross Wallace, General Manager, Sales and Marketing for Kubota Canada. “At Kubota Canada and our dealerships across Canada, we are proud of our involvement with 4-H and the outstanding skills that 4-H members gain.”

The sponsorship program has already begun across Canada, with a number of beef and dairy shows already underway. For more information about 4-H in Canada, please visit [www.4-h-canada.ca](http://www.4-h-canada.ca). For more information about Kubota, please visit [www.kubota.ca](http://www.kubota.ca).

## **About 4-H in Canada**

One of the country’s longest-running and most respected youth organizations, 4-H allows Canadian youth to explore, learn and discover, while expanding their horizons. In 2013, 4-H will celebrate its 100<sup>th</sup> Anniversary, and 100 years of creating leaders across Canada. More than 8,000 trained volunteer leaders help more than 26,000 4-H members develop self-confidence and learn a wide variety of skills through hands-on project work.

## Media Contact

Ken Lancaster  
Communications and Marketing Manager  
4-H Canada  
[klancastle@4-h-canada.ca](mailto:klancastle@4-h-canada.ca)  
613-234-4448 ext. 27