



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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**Proceeds from *Long Love This Land* to benefit three Alberta charities –
Ronald McDonald House®, 4-H Foundation of Alberta and STARS**

EDMONTON, Alberta – January 18, 2013 – The music video *Long Love This Land*, commissioned by ATB Financial, is a grassroots hit with over 17,000 views on YouTube and is now available for download. The proceeds from the purchase of *Long Love This Land* will now benefit three Alberta charities – Ronald McDonald House®, 4-H Foundation of Alberta and STARS. The ATB Cares program will match funds up to \$10,000.

Long Love This Land is available for download from [iTunes](#), [CD Baby](#) and [Amazon](#) for \$0.99. The original video can be viewed on [YouTube](#).

The song, performed by Curtis Glas, was written by Mike Shields as a tribute the hardworking Albertans in agriculture and agri-business.

“We were so grateful to be chosen by ATB Financial as one of the charities benefitting from the project,” said Martin Dugas, Executive Director RMHNA. “Many of the families that stay at Ronald McDonald House® Northern Alberta are from rural communities in Alberta. It’s neat that the money raised from the sale of the song will go toward helping families from the communities that actually inspired the song.”

“Projects like *Long Love This Land* continue to showcase ATB’s commitment to agriculture and youth of this province. We could not be happier that 4-H Alberta is being included amongst Ronald McDonald House® and STARS to benefit financially. These two amazing charities do such rewarding work for our local communities. We are honored to be incorporated,” said Bruce Banks, CEO, 4-H Foundation of Alberta. “The financial proceeds 4-H Alberta will receive, will be directed to the 4-H Legacy Fund which enhances the long-term viability of the 4-H program in Alberta by providing annual income to district and region 4-H councils. 4-H Alberta is blessed with a vibrant volunteer leadership base, enthusiastic 4-H members, dedicated staff and phenomenal corporate support and partnership like ATB Financials’.”

“STARS provides care and transport to critically ill and injured patients – our helicopters help us reach patients in rural and remote areas when minutes matter,” says Erin Sharp, Director of New Initiatives. “The support provided by this unique and exciting fundraising initiative will help ensure our crews can be there for patients living in rural Alberta.”

For more information on the project, visit www.wearealberta.ca.

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About Ronald McDonald House® Northern Alberta:

Ronald McDonald House® Northern Alberta (RMHNA) provides a home away from home and support for sick children and their families. The purpose of the House is provide a compassionate and comfortable home away from home to keep families together while a child is being treated for illness in an Edmonton hospital. In 2012, 855 families and 2,505 people stayed at RMHNA. For more information on RMHNA, visit rmhnorthernalberta.org.

About 4-H Alberta:

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

About STARS:

STARS is a charitable, non-profit organization that provides rapid and specialized emergency medical care and transportation for critically ill and injured patients. STARS has flown more than 23,000 missions since 1985, and operates from six bases in Alberta, Saskatchewan and Manitoba, including Calgary, Edmonton, Grande Prairie, Regina, Saskatoon and Winnipeg.

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