



UFA and 4-H Alberta Commit to a Renewed Partnership

April 30, 2012 (Calgary, AB)— UFA Co-operative Limited and 4-H Alberta have partnered together with a renewed three year commitment towards developing youth, family and agriculture. The two organizations have been working together as partners in the community for well over 75 years.

“We deeply value a continued partnership with 4-H because promoting, celebrating and investing in Alberta’s rural community is one of our top priorities. Our partnership allows our organization to showcase the importance of volunteerism, youth development and education in rural Alberta,” said Bob Nelson, UFA President and CEO.

The renewed partnership directs UFA support to a variety of programs and opportunities throughout 4-H Alberta, with a special focus on leader training and educational components, including the Annual 4-H Leaders’ Conference, Provincial Equine Leaders’ Forum and Beef Leaders’ Update. The partnership also contributes a significant portion of support to grassroots initiatives such as financial contributions to all club level 4-H Alberta Achievement Days in the province and the newly developed 4-H Loyalty Program offered to all 4-H members with 15% off all livestock and equine supplies at all UFA locations.

“UFA has a direct impact on the success of the future leaders of tomorrow, and continues to show remarkable leadership and initiative in its efforts to give back to the communities where their members, customers and employees live and work. UFA is committed to building sustainable, innovative programs with us that help to advance tomorrow’s leaders and strengthen the business of agriculture,” said Bruce Banks, CEO, 4-H Foundation of Alberta. “Our continued partnership is a great opportunity for all parties involved to engage and further support rural communities.”

Earlier this month, UFA also recognized the importance of volunteerism by awarding five 4-H alumni volunteers for their outstanding 2011 contributions to their communities. The volunteers were acknowledged April 23 – 27, 2012, at various UFA Farm & Ranch Supply stores. Recipients of the UFA 4-H Alumni Service Award were presented with a \$2,000 UFA gift certificate in recognition of their contributions.

Each year, the UFA 4-H Alumni Service Award recognizes recipients that have demonstrated leadership through volunteerism. Every recipient has made noteworthy contributions to the development and advancement of their local community by getting involved in 4-H and other community activities.

Congratulations to 2011 UFA 4-H Alumni Volunteer Service Award Recipients:

Recipient Name: **Carla Felske**
Hometown: **Busby, Alberta**
Former 4-H Club: **Double Diamond 4-H Multi Club**

Recipient Name: **Adele Marie Walsh**
Hometown: **Bon Accord, Alberta**
Former 4-H Club: **Bon Accord Beef Club & Sturgeon Cleaver Clovers**

Recipient Name: **Garnet Marshall**
Hometown: **Innisfail, Alberta**
Former 4-H Club: **Bow-Inn 4-H Beef Club**

Recipient Name: **Sarah Wray**
Hometown: **Bashaw, Alberta**
Former 4-H Club: **Bashaw 4-H Club**

Recipient Name: **Stacy Rinas**
Hometown: **Busby, Alberta**
Former 4-H Club: **Vimy 4-H Multi Club & Vimy 4-H Beef Club**



News Release

For Immediate Release

About UFA Co-operative Ltd.

UFA Co-operative Limited is one of Alberta's most dynamic enterprises. UFA has an unmatched network of 113 bulk fuel and cardlock petroleum outlets, 35 Farm and Ranch Supply stores and 24 outdoor adventure stores operating under the Wholesale Sports banner. Our employees and independent petroleum agents strive to provide products, services, and solutions to farmers, ranchers, consumers and commercial accounts throughout Alberta, British Columbia and Saskatchewan.

Since its founding in 1909, UFA has grown from a small-scale local co-operative into a comprehensive enterprise with 2.1 billion in annual sales and almost 120,000 active members. While UFA has grown and changed over the years, at our heart remains a commitment to agriculture and to the communities we call home.

About 4-H Alberta

Building communities since 1917, 4-H Alberta 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 250,000 alumni, 4-H is proud to be the #1 youth organization in the province.

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