



News Release

For Immediate Release

Wednesday, November 28, 2012

It's a Community Thing

Local 4-H Raises More than \$17,500 with help from ATB Financial, Gord Bamford and community

Lakedell, Alberta – The third annual “Why 4-H is Great” concert was a huge success, as Gord Bamford delivered an incredible show at the Lakedell Agricultural Complex, near the Village at Pigeon Lake on Thursday, November 15, 2012.

The ATB Financial sponsored event provided an incredible atmosphere of socializing, local fundraising, community and renowned world class talent, as more than 880 locals came out to enjoy Gord Bamford in concert and support local 4-H.

“We are happy to say that with the help of Gord Bamford and ATB Financial our club has fundraised more than \$17,500 through this initiative”, said Joan Miller, Assistant Leader, Lakedell 4-H Lighthouse Club. “Thanks to ATB, these dollars will help to ensure our local programming stays vibrant and the personal development of our youth continues. As well, our club will be donating a significant portion of the proceeds raised to other organizations which positively impact our local community members on an ongoing basis such as: the Alberta Society for the Visually Impaired, Lakedell 4-H Beef Club, Lakedell Agricultural Society, Neighbours Outreach Wetaskiwin (NOW) and the Stollery Children’s Hospital Foundation”.

ATB also provided a mentorship session, featuring Bamford, who is a 4-H alumnus. The session included an hour long question and answer period and allowed Bamford to share about his real life experience and first hand knowledge with local 4-H members. Those in attendance at the concert were also impressed with the calibre of talent on display during the opening acts, performed by 4-H Alberta members.

“Morgan McAloon & Chelsea Heaslip of John Ware Light Horse 4-H Club and Quinci Jones of the Olds 4-H Beef Club, should be extremely proud of themselves. I have been hearing nothing but positive comments based on their musical performances tonight”, said Bruce Banks, CEO, 4-H Foundation of Alberta. “ATB provided such a unique learning experience to these two musical acts that they will not find anywhere else. For ATB to be so interactive and engaged in our partnership and development of young people, we are extremely grateful.”

In the end, the community did not let their appreciation for Bamford go unnoticed as they commended his talent at the end of the evening to spur an encore performance. “It was such a pleasure to once again be involved with another great fundraiser for 4-H. As a proud 4-H Alumni I also want to thank ATB for their continued support of both 4-H and my music. Congrats to all involved on a wonderful night,” stated Gord Bamford, Canadian country music star and 2010 CCMA Male Vocalist of the Year.

The “4-H is Great” partnership between ATB Financial, Gord Bamford and 4-H Alberta has now raised more than \$37,000 in three years, all benefitting local 4-H clubs. Visit the “[Why 4-H is Great](#)” Facebook page for more details and see photos from the event.

4-H Alberta Legacy Builders





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Photos

Photos provided by Teresa Thompson – [www. photosbyteresathompson.com](http://www.photosbyteresathompson.com)

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 a profuse alumni network, 4-H Alberta is the province's rural youth organization of choice.

About ATB Financial

ATB Financial is the largest Alberta-based financial institution, providing personal, business, agriculture, corporate and investor financial services to more than 635,000 Albertans and Alberta-based businesses in 242 communities. We provide service through 170 branches and 130 agencies, telephone and internet banking, a Customer Contact Centre, and automated banking machines. ATB Financial was established in 1938 and has been a provincial Crown corporation since 1997. ATB has won numerous national workplace awards, including recognition as one of Canada's best 50 employers.

About Gord Bamford

Gord Bamford is a true country boy, devoted family man, skilled entertainer, and very successful, multi-award winning Canadian Country Music Artist. Honored with an incredible 6 nominations (16 including all his associated nominations) for the 2012 CCMA Award Show, Gord was awarded Songwriter of the Year, Producer of the Year with Nashville's Byron Hill for Gord's highly anticipated 5th studio album "Is It Friday Yet", as well as Interactive Artist of the Year.

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