



## News Release

For Immediate Release

### **The “Why 4-H is Great” Contest Returns for Fourth Annual Year More than \$37,000 has been raised for local 4-H in the past three years**

ATB branches and 4-H members across Alberta can partner together for the fourth annual year to compete for an opportunity to host a 4-H District community concert with Gord Bamford, a Canadian country music star and 2010 CCMA Male Vocalist of the Year.

The “Why 4-H is Great Contest” has transpired into more than just an opportunity to bring a class act, like Gord Bamford, to a smaller community. The financial outcome of winning the Contest has been paramount to the enrichment of local 4-H programs and experiences that local 4-H members have available to them. The partnership between ATB Financial, Gord Bamford and 4-H Alberta has led to more than \$37,000 in total being raised for local 4-H in the past three consecutive years.

Last year’s concert alone raised \$19,000 and the community is still reeling from the incredible show put on at the Lakedell Agricultural Society. “All of the 4-H members really enjoyed the process of applying for the contest, recruiting enough facebook votes and being involved in helping to plan and execute a successful community event. There were over 900 attendees that came to see Gord Bamford live in our little community”, said Joan Miller, Assistant Leader of the Lakedell 4-H Lighthorse Club. “The fundraising dollars are an additional bonus on top of a really great one-of-a-kind experience”.

“We see the true value of the relationship with Gord Bamford and 4-H and what the benefits participating in a contest like this offers the regions and their clubs on a daily basis. Through this contest, Gord Bamford and ATB Financial want to ensure that the concerts and mentoring session benefit as many communities throughout Alberta as we can,” said Terry Andryo, ATB Financial’s Senior Agriculture Marketing Manager. “We want to ensure that there are funds accessible in the rural communities to further develop that next generation of leaders and communicators for Alberta and hopefully for Agriculture in this Province.”

This year, the annual contest is encouraging all members to apply by submitting audio visual entries that highlight “Why 4-H is Great” or “Why 4-H loves Alberta”. The top three entries will be posted to Facebook to be judged by the general public. The winning candidate, with the most Facebook “likes”, will be announced August 2013 and will receive a Gord Bamford community concert on November 14, 2013, to fundraise for their local 4-H District.

4-H members and alumni across Alberta can also enter the Musicians Contest, via audio visual submissions for the chance to become Gord Bamford’s opening act! The top six entries will compete at live auditions held at the Alberta 4-H Centre at Battle Lake, Alberta in August and the selected candidate will open for Bamford at the “Why 4-H is Great” community concert.

The deadline to submit a audio visual presentation is **May 24, 2013**. Visit “[Why 4-H is Great](#)” on Facebook or [www.4h.ab.ca](http://www.4h.ab.ca) for contest details.

### **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 Charitable Foundation**

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 awarded this year's Songwriter of the Year as well as Interactive Artist of the Year.

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Gord Bamford Foundation

Images:



Image 1: 2012 "Why 4-H is Great" concert recipient, Lakedell 4-H Light Horse Club, and Gord Bamford



Image 2: 4-H members Morgan McAloon & Chelsea Heaslip, John Ware 4-H Light Horse Club and Quinci Jones, Olds 4-H Beef Club with Gord Bamford. They were selected as the opening acts for the 2012 "Why 4-H is Great" concert