



News Release

For Immediate Release

4-H Encourages Facebook Community to Vote!

The top three entries in the "[Why 4-H is Great](#)" Community Concert Contest have now been selected, and posted, in order to compete in an online Facebook contest. The annual contest is embracing social media again this year to showcase why 4-H is fantastic and to help increase the organization's profile.

A selection panel of five, including representatives from ATB Financial, Gord Bamford, 4-H Alberta and special media guests: Jackie Ray of CFCW, Newcap Radio and Jody Seeley of Sun Country, made the difficult effort of selecting the top three finalists which were announced June 3, 2012.

The top three finalists are: **Drayton Valley 4-H District** (Two Rivers Beef, Big West Cruizers Horses, Lin-Berry-Buck Beef); **Mountain View 4-H District** (Bergen 4-H Multi Club and Sundre 4-H Multi Club); and **Valleyview 4-H District** (Da-She-Be, DCC Ridgevalley, Prairie Rose Light Horse and Wildrose).

"It was great to see the level of engagement from the clubs this year and the effort that was put into the presentations is incredible. It was really a struggle for us to only have three finalists, as all of them were done incredibly well making our decision tough," said Terry Andryo, ATB Financial's Senior Agriculture Marketing Manager. "We'd like to congratulate all clubs and performers who entered this year's contest and anticipate that this year's public voting could be tight".

In total, 11 audio visual submissions were received, representing 10 4-H districts across the province: Athabasca, Drayton Valley, Drumheller, Grande Prairie, Hanna, Mountain View, Parkland, Red Deer, Valleyview and Wheatland.

All Facebook community members are being strongly encouraged to visit the "[Why 4-H is Great](#)" Facebook page to learn more about what makes 4-H a worthy organization and to cast their official vote for one of the three audio visual entries that highlight "Why 4-H is Great". Only the "likes" casted directly onto the original Facebook page will be included in the official count.

The winning candidate, with the most Facebook "likes", will host a 4-H District fundraising community concert with Gord Bamford, Canadian county music star and 2010 CCMA Male Vocalist of the Year. Members of the public can vote for one of these finalists until 10:00 p.m., August 11, 2013. The winning candidate will then be announced at the Why 4-H is Great Musicians Contest Auditions at the Alberta 4-H Centre on August 12, 2013.

That same day, the final competition for the Musicians Contest will also occur. Greg Chalmers, Alumni, Bergen 4-H Multi Club; Haylea Jones, West Carstairs Beef; Leanna Santangelo, Alumni, Lethbridge 4-H Club; Taryn Stauffer, Alumni, Tofield Beef Club; and Sundre Silver Spurs musical performers have been invited to showcase their talents in front of a crowd of Summer Camping Program attendees. A panel of judges will determine which one of these five performances will be selected as the opening act for Gord Bamford at the "Why 4-H is Great" Community Concert.

"I am very excited for this year's 4-H Musicians Contest. Last year's opening acts were very strong and we are confident that the caliber of talent will only get stronger and more competitive," said Gord Bamford.

The Why 4-H is Great Community Concert, provided by ATB Financial will take place on November 14, 2013. The winning 4-H District will utilize the concert as a local fundraiser for 4-H. In the past three consecutive years, 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.

Facebook voting on the "Why 4-H is Great" page runs now until August 11, 2013. Visit "[Why 4-H is Great](#)" on Facebook or www.4h.ab.ca for more details.

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

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