



RBC and 4-H: Bringing City and Country Together



New Program Provides Grants to Expand 4-H Clubs across Canada

OTTAWA (January 7, 2009) - The Canadian 4-H Council announced today they are launching a new program that will help expand existing 4-H clubs, and provide funding for new clubs in both urban and rural areas across Canada. The new program - **RBC 4-H Rural-Urban Youth Outreach Program** - is available to anyone who would like to join 4-H, and provides a grant for any club or organization planning to start a new 4-H club in their community.

As one of Canada's premier youth leadership organizations, 4-H has a proven track record of helping to develop well-rounded young Canadians for the past 95 years. 4-H teaches life skills that help prepare youth for the future. It also provides them with new experiences, knowledge, and life-long friendships with other 4-H members from across the country.

The goal of the RBC 4-H Rural-Urban Youth Outreach Program is to encourage youth, volunteers and organizations from all backgrounds and communities across the country to apply and get involved with 4-H. Historically, members of the 4-H club are from rural communities.

"We believe the new RBC 4-H program is an excellent way to reach out to non-traditional areas, and bring the 4-H experience to youth who may not have otherwise had an opportunity to be a part of 4-H," said Bob McAuley, president of the Canadian 4-H Council. *"This program is a tremendous way to introduce 4-H to youth across Canada. It is also a way to re-introduce 4-H to alumni who want to 'join again' as volunteer leaders and share their 4-H values with young Canadians."*

Clubs, organizations and groups can go online to www.4-h-canada.ca/outreach to learn more about the program and the application process. Submissions are due by **February 2, 2009**, and selections will be made by April 2009.

"4-H continues to be an important program to RBC. In fact, many of our commercial agriculture Account Managers and Vice Presidents are former 4-H Club members and remain committed to the program today," adds Brian Little, national manager, Agriculture/Agri Business, RBC Royal Bank. *"We believe this new program complements the 4-H approach and brings Canadian 'country' and 'city', together."*

"Our motto of 'Learn to do by Doing' is embodied in the 4-H program and is showcased in the skills that 4-H alumni have," added McAuley. *"We are constantly looking for new ways to introduce our motto to Canadian youth, and we believe that this program provides us with an excellent opportunity to do just that."*

About 4-H

4-H is one of the country's longest-running youth organizations, offering fun, excitement and learning for youth in large and small communities across Canada. More than 8,500 trained volunteer Leaders help more than 28,000 4-H Members develop self-confidence and learn a wide variety of skills through hands-on project work. The Canadian 4-H Council was established in 1933 to coordinate all national 4-H affairs.

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