

4-H Canada celebrates 100 years of helping to shape agricultural leaders of the future

Ottawa, Ontario, January 2, 2013 - 4-H Canada has announced a series of ambitious initiatives and events for 2013 to commemorate the 100th anniversary of 4-H in Canada.

Canada's first 4-H club was started in Roland, Manitoba in 1913 and for the last century, 4-H has continued to play an important role in helping young people develop the self-confidence and skills needed to become well-rounded and responsible citizens.

"More than two million young Canadians have enriched their lives and the lives of others through their 4-H experience," said Canadian 4-H Council President Rob Black. "Our centennial celebrations and activities reflect that legacy and point the organization towards the future."

The 4-H centennial projects include:

- A national food drive that will see 4-H members and clubs across Canada collect food and cash donations for local food banks with the objective of setting a record for the most food collected by an organization in one year;
- A centennial gala evening to be held in May in Winnipeg to give a nod to the importance of food production, sustainability and the role of youth as future agricultural leaders;
- A campaign called "\$100 for 100 Years" that will give past and present 4-H members, their families and clubs an opportunity to donate to a legacy fund for future programming;
- A Canada Post issued commemorative envelope marking the 4-H centennial;
- A video competition called *Shout Out for Ag* to give 4-Hers the opportunity to create a 30-second video expressing a positive message about agriculture;
- A national public speaking contest for provincial winners who will compete for prize money for their clubs;
- A living history Web site to showcase and celebrate the past and present of 4-H in Canada; and

- A global 4-H Youth Ag Summit to be held in Calgary, Alberta in August 2013, that will bring together 120 delegates from more than 20 countries to discuss how to overcome the challenges of 'Feeding a Hungry Planet'.

Supported by the Canadian 4-H Foundation, sponsors and donors, the Canadian 4-H Council, through their staff, organizes and coordinates national and international conferences, exchanges and scholarships which focus on leadership development, career choices in agriculture, technology transfer and other pressing issues affecting rural communities and their young people.

For more information, media may contact:

Tammy Oswick-Kearney,
4-H Canada, Special Projects Officer
Ottawa, Ontario
613-234-4448, ext. 26