



**ENBRIDGE**  
NATIONAL SPONSOR  
PARRAIN NATIONAL

## Help celebrate 4-H Canada's 100<sup>th</sup> anniversary in 2013!

There are many ways Alberta 4-H'ers can help mark a century of 4-H in Canada. This toolkit is full of fun ideas, contests and tools that will help guide your club, district or region to enjoy 4-H's centennial year.

4-H Canada is organizing a few activities as part of the anniversary including a celebration gala, a partnership with Food Banks Canada and a special fundraising initiative. We hope you will help encourage participation in and support of these national programs and events. You can also stay up-to-date on what's going on nationally by checking the Canadian 4-H website [www.4-H-Canada.ca/100](http://www.4-H-Canada.ca/100).

100 years is a huge accomplishment that deserves to be celebrated in a big way. Thank you for helping make sure Alberta 4-H'ers do their part to wish 4-H Canada a happy birthday. And, in 2017, we will be celebrating our own 100<sup>th</sup> anniversary in the province, which is bound to be an even more exciting occasion.

One of the main initiatives we are organizing provincially is what we're calling the "Century of Cents" program. This is Alberta's salute to 100 years of 4-H in Canada and will involve collecting pennies and stories from each of the years 4-H has been around. This will also double as a penny drive fundraising effort. A great opportunity to for clubs, alumni and even sponsors to participate! The program will officially be launched at Leaders' Conference in January 2013. Stay tuned for more details!

Don't forget to let people know what you're doing to celebrate the anniversary. Post it on Facebook, share it on Twitter, send an article to your local paper or the 4-H Magazine. We want to hear about it!

If you have any questions about the Canadian 4-H 100<sup>th</sup> anniversary, or about any of the contents in this toolkit, please contact Lexi Hoy, National 4-H Anniversary Champion.

Phone: 780.835.7537

Fax: [780.835-3600](tel:780.835.3600)

Email: [alexia.hoy@gov.ab.ca](mailto:alexia.hoy@gov.ab.ca)

In this toolkit you can find:

- **4-H Canada Join the Celebration brochure:** describes national initiatives as part of the 100<sup>th</sup> anniversary
- **Promotional poster:** Please print and use as needed. You can also feel free to develop your own poster if you have any creative urges.

f • t • 4-H-CANADA.CA

- **Contests and ideas:** A selection of contest-type ideas that can be implemented at any level of 4-H. There are even a couple of provincially organized contests to participate in.
- **Events:** An idea list of the kinds of events your club, district or region may want to organize.
- **Media advisory template:** For use when inviting media to an event.
- **Letter template:** For use when sending letters. This can be any letter your club is sending out; it is specially designed for the centennial year.
- **Enbridge centennial logo and guidelines for use:** As the national sponsor, Enbridge has created a special 100<sup>th</sup> anniversary logo. There are also guidelines for proper use of this brand.
- **Additional resources:** A list of places you can go or people you can talk to if you have questions.