



Canadian 4-H Council

Conseil de 4-H du Canada

New 4-H/John Deere Merchandise Now Available Across Canada

OTTAWA, Thursday April 1, 2010- It has never been easier for 4-H members, leaders and supporters to wear green—as well as some yellow—and show their 4-H colours.

In John Deere dealerships across Canada, the John Deere logo and Canadian 4-H logo are appearing together on T-shirts, hats, bags, and other small items. The products have been in dealerships for a month, and are providing 4-H supporters with a new way to show their 4-H pride and spirit.

“We are very excited to be a part of this co-branding merchandise program with John Deere,” said Judy Shaw, president of the Canadian 4-H Council. “It is a great way to celebrate our long-standing partnership with John Deere, and to make sure that the 4-H brand is seen across Canada more than ever.”

This year marks the 60th anniversary of John Deere’s membership with the Canadian 4-H Council. A portion of the merchandise sales will be directed back to the Canadian 4-H Council, which promotes the visibility of the 4-H brand, conducts national and international programs and exchanges, and offers scholarships and grants for 4-H members.

The lineup will initially include T-shirts, ball caps and a sweatshirt, gym bag and key tag featuring both the John Deere and Canadian 4-H logos. It may be extended to other items in the near future.

“The feedback from John Deere and 4-H supporters has been extremely positive,” Shaw continued. “The merchandise looks great, and we are very proud to celebrate our partnership with John Deere in this way.”

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