



Kubota Canada Will Invest \$200,000 in 4-H Across Canada

Funding helps to support provincial rallies for 4-H youth

The Canadian 4-H Council is very pleased with the investment that Kubota Canada Ltd. has made by sponsoring provincial, regional and local 4-H beef and dairy shows across Canada leading up to the Royal Agricultural Winter Fair, held each November in Toronto.

In 2010, Kubota Canada is investing \$200,000 with a high percentage going directly to the local 4-H groups to be used as they see fit. The balance will be used to supply banners and signage, volunteers and prizing for the shows. This commitment is the second year that Kubota Canada has provided support for 4-H in this way.

“We are extremely pleased to see this ongoing commitment from Kubota Canada,” said Judy Shaw president of the Canadian 4-H Council. “Kubota Canada has recognized the value of the 4-H program for Canadian youth. It is support such as this that helps to make 4-H such a strong and vibrant program.”

For Kubota, the investment is an excellent commitment to the future of Canadian youth in agriculture.

“At Kubota Canada and at dealerships right across Canada, we are so proud of our involvement with 4-H,” said Ross Wallace, General Manager, Sales and Marketing for Kubota Canada. “We have been fortunate enough to see the quality of the young people that are involved in 4-H, and we knew immediately that we should be supporting the 4-H program in Canada.”

Last year, Kubota Canada was involved in more than 65 4-H beef and dairy shows across Canada. In 2010, they plan to enhance and grow their commitment to the 4-H program.

“Our sponsorship philosophy has revolved around youth, education and creating opportunities,” Wallace continued. “4-H is such a great fit, and we are pleased to continue this ongoing relationship.”

Across Canada, more than 26,000 youth are involved in the 4-H program and are trained by more than 8,500 volunteer leaders. 4-H has been developing well-rounded Canadian youth for close to 100 years.

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