



For Immediate Release

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Boxes from IVOMEC® & EPRINEX® Pour-On Help Fund Local 4-H Projects

Merial Canada is pleased to announce the continuation of its IVOMEC & EPRINEX BoxBack fundraising program in conjunction with the Canadian 4-H Council. Merial will donate ten dollars **to the local 4-H Club** for each box label of eligible IVOMEC Pour-On or EPRINEX Pour-On returned through the program. 4-H members are encouraged to cut out a specified section of the cardboard packaging (after the contents have been used) and submit it to Merial. The program runs until February 28, 2011 and is being promoted in Merial advertising, and in conjunction with the National 4-H Council and provincial 4-H offices. Details about the program are available at www.ivomec-4h.com and www.eprinex-4h.com.

Merial is proud of its longstanding support of 4-H in Canada. Through the years, Merial donated \$400,000 in the form of IVOMEC scholarships to provide important recognition to deserving students across the country. In 2007, Merial revised its support initiatives to ensure they were benefiting the maximum number of 4-H members. According to Isabelle Tremblay-Summers, Product Manager at Merial, "The IVOMEC & EPRINEX BoxBack Program is a perfect fit – and a great complement to our jug recycling program. The great response since the inception of the Box Back Program, with nearly \$ 15,000 distributed to local clubs across the country, encouraged us to build on the momentum again this year."

"The Canadian 4-H Council is very pleased with our ongoing partnership with Merial," said Judy Shaw, president of the Canadian 4-H Council. "The IVOMEC and EPRINEX BoxBack Program is a great way to engage 4-H members from across Canada. Merial has been very supportive of the 4-H program in Canada, and this program is another example of that support."

Since its inception, the IVOMEC & EPRINEX Jug Recycling Program has diverted over 11 tons of Merial plastic Pour-On containers from landfills to recycling facilities, and resulted in over \$190,000 in refunds and donations. This recycled plastic will instead become durable plastic fence posts. Now, the IVOMEC & EPRINEX 4-H BoxBack Program continues this tradition of community leadership and product stewardship for Merial Canada.

About Merial

Merial is a world-leading, innovation-driven animal health company, providing a comprehensive range of products to enhance the health, well-being and performance of a wide range of animals. Merial employs more than 5,700 people and operates in more than 150 countries worldwide. For more information, please visit www.merial.ca

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