



Manitoba 4-H Council Inc.
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For Immediate Release

4-H Manitoba and 4-H Canada Launch a 4-H Club for Alumni in Manitoba

January 16, 2017 – Brandon, MB – 4-H Manitoba, in partnership with 4-H Canada, will be announcing the launch of a new alumni program during Manitoba Ag Days in the FCC Theatre on Tuesday afternoon, January 17, immediately following the dignitary addresses. This new initiative, [4-H's Club 1913](#), is an online community for the more than 350,000 4-H alumni across Canada who were at one time youth members in Canada's longest standing rural youth organization and who are looking to get back to their roots.

4-H in Canada is encouraging alumni across the country to register online at [Club1913.ca](#)—the online hub for 4-H alumni who are interested in re-connecting and networking with other alumni and finding unique opportunities at the local and national level, while celebrating their pride in being part of the 4-H in Canada community.

Carlie Whetter, President, Manitoba 4-H Council commented: "I really enjoy talking and sharing with people who have been in 4-H. Proud 4-H'ers love to share stories and experiences about skills learned, friendships made and how 4-H contributed to their success and provided a positive impact on their lives."

Since its inception in 1913 in Roland Manitoba, 4-H Canada has empowered young Canadians to become responsible, caring and contributing leaders who are passionate about making meaningful contributions to the world around them. Across Canada, 4-H alumni continue to use their Heads, Hearts, Hands and Health to make a difference as community champions, Olympic athletes, industry leaders and politicians at every level of government.

"It's an honour to be a part of the launch of Club 1913 and recognize the proud history of 4-H in Manitoba," said Manitoba Agriculture Minister Ralph Eichler. "4-H is an important partner for the entire agricultural industry. Today's members, found in clubs led by volunteers across the province, are developing the skills they can use to lead our entire sector into the future."

Being a member of 4-H's Club 1913 also represents an opportunity for 4-H alumni to help grow future generations of leaders, by volunteering, becoming mentors and engaging in knowledge and skills transfer opportunities with 4-H youth.

Learn To Do By Doing

“Our wide network of 4-H alumni is proof that 4-H programming builds strong leaders who are equipped with confidence, positive values, decision-making abilities and other invaluable skill sets,” said Shannon Benner, CEO of 4-H Canada. “In the Canadian economy, and in the Canadian agriculture sector, we see a growing demand for these skills and our alumni can play an instrumental role in addressing these gaps. There is no greater time than now for 4-H.”

4-H alumni are encouraged to register today at Club1913.ca and share their stories of the positive impact 4-H Canada has had in their lives, using #4HClub1913.

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About 4-H Manitoba

4-H Manitoba: Our Mission: Building leadership in youth and adults through unique, practical experiences. Our Vision: A vibrant program blending tradition and innovation for a quality experience. Our goal: Ongoing positive youth development. We are 900 volunteers and 2500 members strong across the province who pledge HEAD, HEART, HANDS and HEALTH to serve our clubs, communities and country. Together we inspire and celebrate individual achievement, foster an international spirit and encourage youth towards responsible leadership and citizenship. We “Learn To Do By Doing”!

About 4-H Canada

For over 100 years, 4-H Canada has been one of the most highly respected positive youth development organizations in Canada. 4-H Canada has more than 24,500 members and nearly 7,700 volunteers. Our goal is to help young Canadians “Learn To Do By Doing” in a safe, inclusive and fun environment. We believe in nurturing responsible, engaged and confident leaders who are committed to positively impacting their communities across Canada and around the world. To learn more about 4-H Canada, please visit www.4-H-Canada.ca.