



History in the Making: 4-H MB Announces First Ever Western Canadian Corporate Partnership with Save-On-Foods

Brandon MB (July 2020) – 4-H MB is pleased to announce they will be partnering with Save-on-Foods in support of 4-H MB and 2000 youth in more than 130 clubs across MB. Expanding on their promise of “Support Local”, Save-on-Foods believes their investment in youth programming with 4-H MB will pay it forward to the next generation of farmers, providing an even stronger connection between the consumer and the agricultural producer.

In addition to partnering with 4-H Manitoba, Save-On-Foods will also be supporting the 4-H program in British Columbia, Alberta and Saskatchewan. “We are extremely excited about the potential of this new Western Canadian partnership and the opportunity we have to work with 4-H in British Columbia, Alberta and Saskatchewan to facilitate the engagement and empowerment of our youth members,” said Dawn Krinke, Executive Director, 4-H MB. “Save-On-Foods is committed to supporting local farmers and ranchers and, together, we are dedicated to growing the next generation of agricultural leaders. 4-H MB is pleased to participate in this generous partnership with Save-On-Foods to give back to communities in Manitoba.”

Gillian Yorke, Managing Director of Marketing at Save-On-Foods couldn’t agree more, “Save-On-Foods is pleased to partner with 4-H MB - we feel like this finishes our story! Having invested in rural communities for over 100 years, we certainly recognize the importance of supporting youth development in these communities, and in agriculture. We also recognize the value the 4-H program has for urban youth, and we are proud to be a part of the expansion of the program into urban centres through the support of our stores.”

“We look forward to building stronger communities together through this exciting initiative and are extremely grateful for the generous support of Save-On-Foods and their local stores”, stated Dawn Krinke, Executive Director, 4-H MB.

About 4-H MB

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 750 volunteers and 2000 members-strong across the province who pledge HEAD, HEART, HANDS and HEALTH to serve our clubs, communities, country and the world. Together we inspire and celebrate individual achievement, foster an international spirit and encourage youth towards global leadership and citizenship. We “Learn To Do By Doing”!

About Save-On-Foods

Save-On-Foods is committed to Going the Extra Mile for customers in every community served, every day. Known for its unique approach in customizing each store to best suit the needs of the neighbourhood by carrying more than 2,500 locally made products from more than 2,000 local growers and producers, the company has been innovating and putting customers first for over 100 years. Save-On-Foods, its supplier partners, team members and generous customers have donated more than \$30 million to children's hospitals and contribute \$3 million in donations to food banks across Western Canada each year.

For more information on upcoming events in your area, monitor the 4-H MB website www.4h.mb.ca.

For more information please contact:

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