



FOR IMMEDIATE RELEASE

A BUNDLE OF JOY ON THE FARM!

Agriculture for Life Launches #FarmBabies18 Photo Contest.

(CALGARY, AB, April 3, 2018) – Agriculture for Life (Ag for Life), is launching its #FarmBabies18 photo contest, an Alberta-wide contest with over \$600 in prizes available to be won.

“Our #FarmBabies18 contest is a fun way to welcome spring on the farm and celebrate the countless hours of work that farmers and farm families spend caring for their new arrivals,” says Luree Williamson, CEO Ag for Life. “Many people don’t understand the dedication and care that goes into raising livestock, so by sharing these photos and stories we hope to help educate Albertan’s about life on the farm and the vital role agriculture plays in our lives.”

The #FarmBabies18 contest is open to all Alberta residents. Entries must be photographs taken in Alberta of farm animals born January 1 to June 1, 2018. One grand prize winner will receive a selection of goods valued at over \$600. Contest Supporters include Save-On Foods, Trow Nutrition, The Alberta Horse Industry Association of Alberta and The Alberta Veterinary Medical Association.

Ag for Life will share entries on social media and on its website. To learn more about the #FarmBabies18 photo contest visit: www.agricultureforlife.ca.

About Ag for Life

Ag for Life (Agriculture for Life) has a mandate to deliver educational programming designed to improve rural and farm safety while building public understanding around the agricultural industry. The organization brings together various sectors including agri-services, energy, financial and not-for-profit organizations, along with farmers, ranchers, and community leaders.

Ag for Life is made possible through the funding and commitment of companies that employ almost 20,000 people in more than 350 Alberta communities. Founding Members include AdFarm, ATCO Group, Glacier FarmMedia, Nutrien Ltd., Rocky Mountain Equipment, TransCanada Corporation, and UFA Co-operative Limited.

For media inquiries, or to find out more about Ag for Life programs, please contact:

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