



For immediate release

4-H Canada to Mark 110th Anniversary with Record-Breaking Show Your 4-H Colours Day Festivities

Ottawa, ON, Oct. 30, 2023 – 4-H Canada’s Show Your 4-H Colours Day celebrations on Nov. 1 will be extra-special this year, as they mark the positive youth development organization’s 110th anniversary.

Every year, youth members, volunteer leaders, alumni, and supporters alike display their 4-H pride by wearing green. This year, communities across the country are also showing their support by lighting a [record-breaking number of landmarks](#) in green.

“It’s wonderful to see such enthusiasm for Show Your 4-H Colours, not only from the 4-H community, but from supporters in cities and towns across the country, including those who are lighting up their landmarks in green to celebrate 4-H,” said Hugh Maynard, interim chief executive officer of 4-H Canada. “We are proud to celebrate the incredible accomplishments of 4-H members, who are a living demonstration of how 4-H has truly made a difference in the lives of youth for the past 110 years. Thank you to BASF Canada Agricultural Solutions for supporting this important initiative, and helping us recognize our caring, contributing youth leaders from coast-to-coast.”

This year’s Show Your 4-H Colours theme is *Making a Difference Since 1913*, a celebration of the impact 4-H programming has had on youth in Canada since its founding in Roland, MB. In addition to a [limited-edition fundraising t-shirt](#), 4-H Canada is also offering \$5 light-up bracelets so participants can shine a light on the impact 4-H has had in their lives.

“We’re thrilled to join in the celebration of Show Your 4-H Colours Day,” said Leta LaRush, Vice President, Business Management at BASF Canada Agricultural Solutions. “Empowering future generations of leaders is a priority at BASF and today is a great day to recognize the contributions 4-Hers make every day of the year.”

4-H Canada encourages members, and others who believe that making a difference is something you never outgrow, to join the celebrations by attending a local 4-H club event. Donations to the 4-H movement can also be made at giveto4h.ca.

As a special nod to our 110th anniversary, 4-H Canada, 4-H Manitoba, and local 4-H clubs will mark Show Your 4-H Colours Day with a special celebration in Roland, MB - the birthplace of 4-H in Canada - on Nov. 1, 2023. This celebration will kick off the nationwide landmark illumination festivities with light-up bracelets being provided for all residents of Roland. Details for this event will be posted at showyour4hcolours.ca as they become available.



Visit showyour4hcolours.ca to find out more about #ShowYour4HColours, and how to get involved in spreading the word, giving back, and helping to turn the country green in support of 4-H this November.

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About Show Your 4-H Colours

Established in 2007, this annual campaign celebrates everything that is 4-H while giving back to 4-H. As a movement, we believe there are countless ways to celebrate 4-H and give back to the program, and we are encouraging members of the 4-H community and beyond to explore how to do that. By wearing green, celebrating, and giving back, you are showing your 4-H colours. Together, we are making a difference in Canadian communities by inspiring youth to “Learn To Do By Doing”.

About 4-H Canada

For 110 years, 4-H Canada has been one of the most respected positive youth development organizations in Canada. 4-H Canada has 17,434 members and nearly 7,000 volunteer leaders participating in more than 45,000 projects. Our goal is to help young Canadians “Learn To Do By Doing” in a safe, inclusive, and fun environment. We believe in nurturing responsible, caring, and contributing youth leaders who are committed to positively impacting their communities across Canada and around the world. To learn more about 4-H Canada, please visit 4-h-canada.ca and follow our [Facebook](#), [Twitter](#) and [Instagram](#) pages.

About BASF’s Agricultural Solutions division

BASF Canada Agricultural Solutions, headquartered in Calgary, Alberta, has over 625 employees who work at one of three production facilities across Canada including: Lethbridge, Saskatoon, and Regina, or one of several research farms across the Canadian prairies. Agricultural Solutions is the largest division of BASF Canada Inc., working closely with the regional Agricultural Solutions team, collaborating on research and product development that benefits North American growers. To find out more about BASF Canada Agricultural Solutions, visit www.agsolutions.ca or follow us on Twitter www.twitter.com/BASFAgSolutions.

Farming is fundamental to provide enough healthy and affordable food for a rapidly growing population while reducing environmental impacts. Working with partners and agricultural experts and by integrating sustainability criteria into all business decisions, we help farmers to create a positive impact on sustainable agriculture. That’s why we invest in a strong R&D pipeline, connecting innovative thinking with practical action in the field. Our portfolio comprises seeds and specifically selected plant traits, chemical and biological crop protection, solutions for soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we strive to find the right balance for success – for farmers, agriculture and future generations. In 2022, our division generated sales of €10.3 billion. For more information, please visit www.agriculture.basf.com or any of our social media channels.



About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €87.3 billion in 2022. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at www.basf.com.

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