



Farm Animal Council of Saskatchewan Inc.

MEDIA RELEASE

For Immediate Release

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ON OUR FARMS WE CARE

The Farm Animal Council of Saskatchewan (FACS) Billboard Campaign is extending its reach.

Not only will the colourful images of young farmers and ranchers be featured on billboards throughout the province, they will be highlighted on buses in Saskatoon and Regina.

"Each year we endeavour to expand our reach, especially to the urban population, most of whom have little or no direct ties to agriculture. Including the bus boards is an effective way to bring attention to the fact that Saskatchewan producers care, and that young people are very much a part of modern agriculture," FACS Executive Director Adele Buettner said.

The 'We Care' campaign, which was initiated in 1996, has expanded considerably over the years. The 2009 campaign will feature 30 billboards and will be launched between April 27 and July 6, with each board on display for about four weeks. Five bus boards in Regina and seven bus boards in Saskatoon will be displayed from May through August.

Locations include Yorkton, Regina, North Battleford, Moose Jaw, Saskatoon and Prince Albert, Glaslyn, and Herbert making the FACS 2009 'We Care' campaign the largest livestock billboard series mounted in Canada by CBS Outdoor.

The 2009 FACS Billboard Campaign is sponsored by the Saskatchewan Ministry of Agriculture, Saskatchewan Egg Producers, North American Equine Ranching Information Council, Saskatchewan Bison Association, Dairy Farmers of Saskatchewan, the Saskatchewan Chicken Industry Development Fund, Sask Pork and the Saskatchewan Cattlemen's Association.

A membership-based non-profit educational organization that has collectively represented the livestock and poultry industries since 1992, FACS has consistently sought to disseminate public information about the ways livestock and poultry producers assure quality and safety in food products; and offers learning opportunities for farmers, ranchers and other stakeholders involved in animal agriculture and food production.

For more information, contact

Tim Wiens
Chair, FACS
306-543-4777

Adele Buettner,
Executive Director, FACS
306-249-3229