



NEWS RELEASE

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Speaking Competition Enables Youth to Tackle Tough Issues Facing Future of Canadian Agriculture

Toronto, Ontario – Think of a recent speech or presentation that significantly impacted and persuaded you. Now, was that easy to do, or did you really have to rack your brain to recall one? Inspiring public speaking skills are hard to come by and are seldom developed without hard work and practice. In today's competitive job market, competent and articulate communication skills are an important tool in a young person's toolkit.

The Canadian Young Speakers for Agriculture (CYSA) is a national, bilingual competition that provides opportunity for participants to share their opinions, ideas and concerns about the Canadian agri-food industry in a five- to seven-minute prepared speech.

The event, held at the Royal Agricultural Winter Fair (RAWF) in Toronto, is boasting 36 young men and women between the ages of 11 and 24, who are ready to showcase their communication skills. "We are focused on our competitors, providing them support to achieve their dreams and develop their skills," says CYSA president, Eric Dalke. "We have seen tremendous growth in our competition in its 26th year, surpassing previous year's participant numbers with youth from across Canada in both junior and senior age categories."

Speech topics for 2010 enable youth to tackle tough agricultural issues head-on. Topics include addressing who will feed the world in 50 years, the biggest challenges in agriculture today, significant figures in the Canadian Agricultural Hall of Fame, the biggest events in Canadian agricultural history and exploring First Nations agriculture in Canada.

Presentations will be made on Saturday, November 6, in the Presentation Theatre of the Direct Energy Centre, Toronto, ON, during the RAWF. The senior competition (ages 16-24) preliminaries begin at 9 a.m.; with afternoon preliminaries at 1:30 p.m. Finalists from the preliminaries will compete during the evening finals at 7 p.m. The junior competition (ages 11-15) begins at 9:30 a.m. and concludes mid-day.

If you are going to this year's RAWF, plan on including a visit to the Presentation Theatre on Saturday, November 6, to support the enthusiastic youth participating from across Canada.

CYSA Inc. is jointly sponsored by Agriculture and Agri-Food Canada (AAFC) and 4-H Canada, and has numerous dedicated contributors and volunteers. To find out more, please visit www.cysa-joca.ca.

— 30 —

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