



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Young speakers program gets higher profile

The Canadian Young Speakers for Agriculture program will become even more widely known this year thanks to a new media sponsorship by Farm Business Communications (FBC).

FBC is Canada's largest publisher of farm newspapers and magazines, including Country Guide, Grainews, Manitoba Co-operator, Alberta Farmer Express, le Bulletin des Agriculteurs, Ag Dealer, Agricole iDéal and Canadian Cattlemen. In addition to providing regular advertising in each publication over the next 12 months, FBC is providing design and layout services and a \$1,500 cash donation to the CYSA program.

"Communication is our business, and we're pleased to be able to support this program to help the next generation of farmers communicate with each other and the rest of the community," said Lynda Tityk, FBC's director of sales and circulation.

The Canadian Young Speakers for Agriculture competition encourages young people to develop their public-speaking skills. It's held annually in November at the Royal Agricultural Winter Fair in Toronto as part of Youth Weekend. There are cash prizes for the six finalists in both the Junior Competition (ages 11-15) and Senior Competition (ages 16-24).

"FBC is an ideal media partner for our organization," said John J. MacDonald, CYSA President. "They share our passion for agriculture and our belief in creating a great future for the industry. We look forward to working with them to strengthen the values we both stand for."

The competition is open to all young people who wish to enter and speak on one of the topics assigned annually.

For more information, please visit www.cysa-joca.ca/core

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