

FOR IMMEDIATE RELEASE

Boosting agriculture education in Alberta: AdFarm and Agriculture for Life renew partnership

CALGARY (April 19, 2022)—After more than a decade of partnership, AdFarm and Agriculture for Life (Ag for Life) are excited to renew their collaboration to enhance agricultural education and promote farm safety. AdFarm is proud to have been a partner to Ag for Life since the very beginning, providing pro bono marketing and communications services as part of the company’s commitment to advancing the future of agriculture.

“At AdFarm, we prioritize hiring, partnering and working with people and companies that share our vision,” says Ben Graham, AdFarm’s president. “We’re proud to give back to the agriculture community through partnering with non-profit organizations like Ag for Life.”

Over the years, AdFarm has supported Ag for Life in projects including the organization’s Harvest Gala, the “classroom on wheels” Rural Safety Unit, many publications including the *Nourishing Minds* series, and brand consultation.

“We are extremely grateful for our partnership with AdFarm. Working with a like-minded organization and individuals who support the growth, diversification and sustainability of Alberta’s agriculture industry, all while empowering vigorous, connected and vibrant communities has allowed us to get to where we are today,” says Luree Williamson, CEO at Ag for Life.

In 2021, Ag for Life launched the *Mission to Mars: Rural and Farm Safety Escape Mail*, youth publications such as *Sprout* and *The Story of Food* and provided a variety of online activities, virtual field trips and cooking classes, and educational programs to children, youth and adults across the province.

Ag for Life has an experienced Board of Directors comprised of many folks spanning across the agriculture industry, including AdFarm’s Ben Graham. With a family farm that has been operating for more than a century, Graham is firmly rooted in ag and shares his wealth of knowledge with both AdFarm and Ag for Life.

AdFarm is Canada’s largest agriculture-focused marketing agency and an ideal partner for Ag for Life, a charitable organization dedicated to building a greater understanding of agriculture’s fundamental connection to life.

AdFarm and Ag for Life look forward to continuing the partnership and working together to educate consumers and bridge the gap between urban and rural communities.



About AdFarm

AdFarm is a leading North American full-service communications agency with award-winning expertise in agriculture and food. Celebrating more than 38 years of business, AdFarm has built trusted relationships with agriculture associations, media, key influencers and thought leaders; providing in-house strategic public relations counsel, creative, branding, and a full suite of digital services. For more information, please visit www.adfarm.com.

About Agriculture for Life

Since its founding in 2011, Ag for Life has played a vital role in educating Albertans about agriculture, food, farming and safety. Working in collaboration with agriculture and education communities, Ag for Life develops, expands and offers hands-on educational programming to children, youth and adults throughout the province and beyond via virtual learning classrooms and other digital assets. Learn more at <https://www.agricultureforlife.ca>.

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