



Agriculture for Life  
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*For Immediate Release*

- NEWS RELEASE -

## **Ag for Life Delivers Agriculture Safety Education on Wheels**

*Putting a Spin on Rural and Farm Safety*

(Calgary, Alta) – Agriculture for Life (Ag for Life)’s Rural Safety Unit is on the road traveling to communities, schools, fairs, festivals and other events to educate, encourage and promote rural and farm safety.

With a long-term goal of reducing the number of agriculture-related injuries and fatalities, the mobile unit focuses on visiting Alberta’s rural communities. This includes attending the highly-anticipated Whoop-Up Days taking place in Lethbridge. For the first time since 2019, a full slate of programming and events is set to take place from Aug. 23 to Aug. 27 and the Rural Safety Unit will be one of the many attractions!

The mobile unit offers users the opportunity to learn while engaging with digital, tactile and mechanical interactive displays. Safety topics include: Hazard Identification, Large Animals, Large Equipment, Utilities, Risk Assessment, Chemicals and Protective Equipment.

“Agriculture is reported to be one of the most hazardous industries in Canada, with many agriculture workers and their families suffering serious incidents and fatalities each year,” said Luree Williamson, CEO of Ag for Life. “With an estimated reach of over 30,000 children, youth and adults per year, the mobile unit is the perfect vehicle for delivering rural and farm safety education and helping to build stronger, safer rural communities.”

The Rural Safety Unit operates between April and October each year. School programs are geared towards grades 6–12 and community event programming can be tailored towards families attending.

Ag for Life gratefully acknowledges the financial support of the Henry S. Varley Fund for Rural Life at the Community Foundation of Lethbridge and Southwestern Alberta, a public foundation serving Southwestern Alberta.

More information on the Rural Safety Unit can be found on Ag for Life's website and social media channels. To learn more and to book the unit for your next event or school presentation, please visit Ag for Life's website: [www.agricultureforlife.ca/safety-unit](http://www.agricultureforlife.ca/safety-unit)

*Ag for Life aims to foster through education, an understanding and appreciation of agriculture and its fundamental connection to life.*

### **About Ag for Life**

Ag for Life (Agriculture for Life) has the mandate to deliver educational programming designed to improve rural and farm safety while building public understanding around the agricultural industry.

Ag for Life is made possible through the funding and commitment of companies that employ almost 20,000 people in more than 350 Alberta communities. Founding Members include AdFarm, Glacier FarmMedia, Nutrien, Rocky Mountain Equipment and UFA Co-operative Limited. Find out more at [agricultureforlife.ca](http://agricultureforlife.ca).

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