

Agriculture for Life  
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*For Immediate Release*

- NEWS RELEASE -

## **Ag for Life Launches Farm Babies 2022 Photo Contest**

*Celebrating New Life on the Farm*

CALGARY – AB. – Agriculture for Life (Ag for Life) is announcing the return of its Farm Babies photo contest for another year. A unique contest designed to celebrate new beginnings, honour life and highlight the hard-working farmers who are committed to caring for their new babies.

With spring now definitely in the air, it is suddenly baby season again. Different animals produce varying numbers of offspring, which can make farm management exciting, if not occasionally stressful. With this photo contest, Ag for Life is sharing the gift of new life on the farm while shining some light on the hard-working farmers. The contest will run from April 12 to May 31, 2022.

“So much care goes into raising livestock. By sharing these photos and stories we hope to help educate Albertans about life on the farm and the vital role agriculture plays in our daily lives,” says Luree Williamson, the CEO of Ag for Life.

Photographs must be taken in Alberta of farm animals born between Jan. 1 and May 31, 2022. One grand prize winner will receive a gift card valued at \$200. The winner will be announced on June 28, 2022. Participants are encouraged to share their photos online using the hashtag #FarmBabies22. The Farm Babies photo contest is open to all Alberta residents.

Photo submissions will be shared on Ag for Life’s website and social media channels. Please use the hashtag #FarmBabies22 in order to be featured. To learn more about the contest, please visit Ag for Life’s website: [www.agricultureforlife.ca/farmbabies22](http://www.agricultureforlife.ca/farmbabies22).

*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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