



Agriculture for Life
32 Priddis Creek Drive
Foothills, AB T0L 1W2

For Immediate Release

- NEWS RELEASE -

Ag for Life's Farmers in Flannel Photo Contest is Back

Channel Your Flannel and Show Your Appreciation for Farmers

CALGARY – AB. – Agriculture for Life (Ag for Life) is proud to announce the return of the Farmers in Flannel photo contest, an initiative designed to express gratitude and admiration for the hardworking farmers of Alberta.

Autumn is here, and that means it's time to embrace the cozy comforts of the season. Now is the time to pull out that cherished flannel shirt that you have tucked away in the back of the closet. Flannel has a history dating back to the 17th century when farmers relied on it to stay warm in challenging weather conditions. Over time, it has gained popularity thanks to its durability, affordability and exceptional warmth, making it a top choice for Alberta's hardworking farmers.

By bringing back the contest, Ag for Life is hoping to once again bring some flannel-fun into people's lives while expressing gratitude for Alberta farmers. The contest will run in Alberta from Oct. 3 to Oct. 20, 2023. The winner will be rewarded with a warm flannel gift pack from one of Ag for Life's founding members, UFA Co-operative Limited.

"This year more than ever, we want to express our gratitude and show our appreciation for the dedicated farmers and farm families who work tirelessly all year to ensure we have food on our tables," says Luree Williamson, CEO, Ag for Life. "Our Farmers in Flannel photo contest is a lighthearted way for all of us to show our appreciation and say "thanks!" Many of us underestimate the amount of hard work that goes into producing the food we eat. By sharing these photos and stories we hope to shine some light on Alberta farmers and thank them for their countless hours of hard work."

The Farmers in Flannel photo contest is open to all Alberta residents. Only those photos submitted on Ag for Life's website will be entered in the contest and eligible to win the grand prize. Participants are encouraged to share their images on social media using the contest hashtag #ChannelYourFlannel.

Ag for Life will share entries on its website and social media channels. To learn more about the Farmers in Flannel photo contest and how you can enter, please visit: www.agricultureforlife.ca/farmersinflannel.

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.

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For more information, contact:

Irena Ceko, Communications Specialist

Iceko@agricultureforlife.ca

250-826-6398