

**Agriculture for Life**  
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*For Immediate Release*

- NEWS RELEASE -

**Ag for Life and Economic Developers Alberta Announce the  
"Why I Love Alberta" Youth Challenge**  
*Designed to Ignite Creativity and Pride Among Alberta's Youth*

CALGARY, AB - Agriculture for Life (Ag for Life) and Economic Developers Alberta (EDA) are excited to launch the 'Why I Love Alberta' Youth Challenge.

This cutting-edge video contest invites Alberta high school students to unleash their creativity and showcase why they think Alberta is the best place to study, work and live.

The "Why I Love Alberta" Youth Challenge is designed to provide students with a platform to craft compelling video narratives that delve into the distinct and positive attributes of their communities. As the spotlight shines on these students, their authentic expressions will offer an insightful and vibrant portrayal of the reasons they hold a deep affection for their communities.

"We believe in the power of our youth to shape the future of Alberta and the 'Why I Love Alberta' Youth Challenge provides a platform for them to express their creativity and pride in our incredible province," said Luree Williamson, CEO Ag for Life.

The challenge opens on Feb. 1, 2024, inviting grade 9–12 social studies students to participate. Submissions will be welcomed until April 30, 2024, and the winners will be revealed during the "Economic Development Week" scheduled for May 6 to May 10, 2024.

Participants in the "Why I Love Alberta" Youth Challenge have the chance to earn recognition and prizes for their creative contributions. Cash prizes of \$1,000, \$500 and \$250 will be awarded to the top three submissions, respectively, along with a corresponding amount granted to each winning student's classroom.

"We are excited to collaborate with Ag. for Life in launching the 'Why I Love Alberta' Youth Challenge," said Leann Hackman-Carty, EDA CEO. "This innovative contest not only empowers Alberta's high school students to showcase their creativity but also underscores the unique opportunities our province offers. By encouraging students to share their perspectives through engaging videos, we hope to highlight the vibrant and promising aspects of Alberta, reinforcing its status as a prime destination in the west."

To participate and for more information on the “Why I Love Alberta” Youth Challenge, please visit: [www.lovealberta.ca](http://www.lovealberta.ca)

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### **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 [www.agricultureforlife.ca](http://www.agricultureforlife.ca).

### **About Economic Developers Alberta**

Economic Developers Alberta (EDA) is a non-profit organization dedicated to providing resources, professional development, and networking opportunities to economic development practitioners. EDA is at the forefront of fostering resilient communities with a commitment to equipping individuals and communities with the skills and resources needed to thrive. Joining EDA is an opportunity for economic development professionals looking to excel in their careers and make a meaningful impact on their communities. Members of EDA gain access to a wealth of resources, cutting-edge professional development opportunities, and a vibrant network of like-minded individuals dedicated to creating thriving communities. In 2024, EDA celebrates its 50th Anniversary. Find out more at [www.edaalberta.ca](http://www.edaalberta.ca)

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