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FARM ANIMAL COUNCIL OF SASKATCHEWAN INC.



**MEDIA RELEASE**

**For Immediate Release**

**May 28, 2008**

**SASKATCHEWAN FARMERS FEATURED IN FACS BILLBOARD CAMPAIGN**

The smiling faces of Saskatchewan farm families will greet pedestrians and drivers alike with the launch of the Farm Animal Council of Saskatchewan Inc. (FACS) 2008 Billboard Campaign.

“These are the faces of active farm families and employees committed to responsible animal care,” says FACS Executive Director Adele Buettner.

A total of 23 billboards are being launched across the province between May 26 and June 30, and each will be showcased for a period of four weeks. The billboards can also be viewed on the FACS website at [www.facs.sk.ca](http://www.facs.sk.ca)

The faces include families involved in dairy, equine, poultry, bison, beef and pork operations.

“What is most encouraging about this particular campaign is the fact that these are Saskatchewan families with young people directly involved in the operation of the farm or ranch who take their responsibilities seriously,” Ms. Buettner noted.

Reflecting the Billboard theme “On our farms ... we care,” a new component of the campaign will present some of the young people in conversation through a radio series. The conversations are scheduled to be aired on CJWW and 92.9 The Bull from June 9 to 29.

“Hearing these energetic young farmers discuss their operations and how they feel about agriculture will certainly add to the authenticity of the Billboards in depicting agriculture,” said FACS Chair Shannon Meyers.

The FACS Billboard Campaign ran from 1996 to 2001, and resumed in 2007. The 2008 campaign is sponsored by the Saskatchewan Ministry of Agriculture, Saskatchewan Egg Producers, North American Equine Ranching Information Council, Saskatchewan Bison Association, Dairy Farmers of Saskatchewan and the Saskatchewan Chicken Industry Development Fund.

The 2008 locations and dates are listed below.

**Saskatoon:**

- First Avenue and 25<sup>th</sup> Street, May 26
- 25<sup>th</sup> Street and Second Avenue, May 26
- Central Avenue and 113<sup>th</sup> Street, June 2
- Avenue C and Circle Drive, June 2
- Circle Drive and Millar Avenue, June 2
- Warman Road and 33<sup>rd</sup> Street, June 2
- Idylwyld Drive and 19<sup>th</sup> Street, June 16
- 51<sup>st</sup> Street and Warman Road, June 23

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**ADVANCING RESPONSIBLE ANIMAL CARE IN AGRICULTURE**

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- 51<sup>st</sup> Street and Faithfull Avenue, June 23
- Warman Road and Assiniboine Drive, June 30

Regina:

- Victoria Avenue and Park Avenue, May 26
- Ring Road and MacDonald Street, June 2
- Saskatchewan Drive and Winnipeg Street, June 2
- Lewvan Drive and Dewdney Avenue, June 2
- Arcola Avenue and Victoria Avenue, June 2
- Broad Street and Fourth Avenue, June 23
- Albert Street and Saskatchewan Drive, June 23
- Elphinstone and Saskatchewan Drive, June 23

North Battleford:

- Railway Avenue and 103<sup>rd</sup> Street, June 16

Prince Albert:

- First Avenue and Marquis Road, June 2

Northside:(north of Prince Albert)

- Highway 2 south of main entrance to Northside, June 2

Yorkton:

- Highway 9 south of York Road, June 2

Moose Jaw:

- Highway 1 and Thatcher Drive, June 2

For more information, contact:

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The Farm Animal Council of Saskatchewan Inc. (FACS) is a membership-based, non-profit organization that represents the livestock industry in advancing responsible animal welfare, care and handling practices in agriculture. FACS endeavors to raise producer awareness of the economic and ethical benefits of animal welfare and help consumers achieve a greater understanding of animal care issues.