



Farm Animal Council of Saskatchewan Inc.

We Care Campaign

For Immediate Release

June 15, 2009

The Farm Animal Council of Saskatchewan's (FACS) annual 'We Care' Campaign got under way on May 24, 2009.

Between April 27 and July 23, 2009 FACS, which collectively represents the poultry and livestock industries in Saskatchewan with respect to animal care, will share its 'We Care' message with residents and visitors at 30 billboard locations in or near six urban centres.

The campaign, which features the images of real producers on farms and ranches, is staggered to cover a three-month period. Each billboard will be on display for approximately four weeks.

FACS is spreading its 'message carriers' even further this year. Seven public buses in Saskatoon and five in Regina will feature the faces of young producers from June 1 - August 30, 2009.

The 'We Care' Campaign is among the largest outdoor advertising campaigns in Canada. "The collaborative effort with our many partners, has enabled us to extend the duration of our campaign; increase the number of billboards and expand our reach utilizing both billboard and bus board advertising," states Adele Buettner, Executive Director of FACS.

The FACS 2009 'We Care' Campaign has been made possible through the financial support of the following partners:

- Chicken Farmers of Saskatchewan
- Dairy Farmers of Saskatchewan
- North American Equine Ranching Information Council
- Sask Pork
- Saskatchewan Bison Association
- Saskatchewan Cattlemen's Association
- Saskatchewan Egg Producers
- Saskatchewan Ministry of Agriculture

The bus-board image as well as all billboard images and their locations can be found on the FACS website at www.facs.sk.ca/proactive_billboards.html

For further information contact:

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A membership-based non-profit educational organization that has collectively represented the livestock and poultry industries since 1992, FACS has consistently sought to disseminate public information about the ways livestock and poultry producers assure quality and safety in food products; and offers learning opportunities for farmers, ranchers and other stakeholders involved in animal agriculture and food production.

Advancing Responsible Animal Care in Agriculture

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