



Farm Animal Council of Saskatchewan Inc.

MEDIA RELEASE

For Immediate Release

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'We Care' Billboards Catching the Attention of Travelers

Two simple words – 'We Care' – and images of committed Saskatchewan producers and ranchers are successfully communicating a vital message about responsible care for livestock and poultry.

"The 'We Care' billboard campaign, a collaborative effort with commodity groups, effectively shares the dedication of producers and ranchers to maintaining healthy, productive farms and ranches," says Adele Buettner, Executive Director of the Farm Animal Council of Saskatchewan (FACS).

"I think it's great promoting responsible animal care to people who are not aware of the business, and why we do what we do," says Matthew Fleury, who breeds Black Angus beef cattle at Fleury Cattle Company, near Aberdeen.

He also appreciates the opportunity to serve as an ambassador for the younger generation of Saskatchewan producers. "I think it's important to keep agriculture youthful," says Matthew, who opted to stay on the farm, when some of his friends moved away to earn a living. "I enjoy feeding, managing and marketing my cattle, and when you love what you do, it doesn't seem like work."

This year, the first 'We Care' billboards appeared in mid-May and the last comes down in November. By extending the length of the campaign and booking more billboard locations, FACS expects to reach more people with billboards with images of beef, bison, chicken, dairy, egg, horse and pork producers.

Since the 'We Care' campaign was launched in 1996, it has become the largest CBS Outdoor multi-commodity campaign in Canada, and one of FACS most anticipated and high profile activities.

A total of 35 billboards, plus one superboard, will appear at strategic locations in and around Regina, Moose Jaw, Saskatoon, North Battleford, Glaslyn and Herbert. Details of the locations and schedules, along with images of the boards, are attached and accessible at www.facs.sk.ca.

As with other FACS projects, the 'We Care' campaign is a collaborative effort. In 2011, our supportive partners are: North American Equine Ranching Information Council; Sask Pork; Saskatchewan Bison Association; Saskatchewan Cattlemen's Association; Saskatchewan Chicken Industry Development Fund; Saskatchewan Egg Producers; Saskatchewan Milk Marketing Board; Saskatchewan Ministry of Agriculture.

For further information, please contact:

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Farm Animal Council of Saskatchewan Inc.

“We Care” 2011 Billboard Campaign



Regina:

Park Street S/O 11th Avenue East –May 16
Elphinstone N/O Saskatchewan Drive –November 7

Saskatoon:

Circle Drive E/O Millar Avenue –May 16
Warman Road N/O Circle Drive –June 27

Herbert:

Highway 1 and Main Entrance –June 13



Regina:

Saskatchewan Drive W/O Winnipeg Street –May 30
Elphinstone and Saskatchewan Drive –August 15

Saskatoon:

Warman Road S/O Churchill Drive –June 27
Circle Drive W/O Circle Place –October 31

Moose Jaw:

Highway 1 and Thatcher Drive –July 27



Regina:

Albert and 3rd Avenue –July 11

Saskatoon:

Central Avenue N/O 113th Street –June 20

North Battleford:

Highway 16 E/O Battleford Road –July 25



Regina:

Elphinstone N/O Saskatchewan –November 7

Saskatoon:

Idylwyld Drive N/O Isabella Street –November 7



Regina:

Broad Street S/O 6th Avenue N –May 30
 Albert Street N/O 1st Avenue –June 27
 Lewvan Drive S/O Dewdney Avenue –July 18

Regina:

Ring Road and MacDonald Street –May 16
 Saskatchewan Drive W/O Winnipeg Street –July 4
 Lewvan Drive S/O 1st Avenue –November 7

Saskatoon:

3rd Avenue S/O 33rd Street –May 16
 25th Street E/O 2nd Avenue –June 20

Saskatoon:

Idylwyld Drive S/O 21st Street –May 16
 51st Street W/O Warman Road –June 20



Regina:

Park Street S/O 6th Avenue East –July 11
 Ring Road W/O MacDonald Street –November 7

Regina:

Lewvan Drive S/O 1st Avenue North –May 30
 Arcola Avenue and Victoria Avenue –June 6

Saskatoon:

51st Street W/O Warman Road –July 18

Saskatoon:

Avenue C S/O Circle Drive –May 16
 51st Street W/O Faithful Avenue –June 6
 Millar Avenue N/O Circle Drive –August 1

Moose Jaw:

Manitoba Street and Main Street –July 11

Glaslyn

Highway 4 and Highway 3 Junction –June 13



Saskatoon:

Warman Road opposite Primrose Drive - June 20