



Farm Animal Council of Saskatchewan Inc.

MEDIA RELEASE

For Immediate Release

June 14, 2011

Saskatchewan Producers Share Dedication via 'We Care' Campaign

Images of Saskatchewan producers committed to responsible animal care now catch the attention of people travelling country roads, as well as those driving around Regina and Saskatoon.

The second phase of the educational campaign by Farm Animal Council of Saskatchewan (FACS) is just introducing billboards with images of caring bison ranchers and dairy producers on busy highways near Glaslyn and Herbert.

"The FACS 'We Care' billboard campaign helps inform the public that producers care about their animals, their health and well being. Producers ensure the environment where they work is safe and healthy for their animals and themselves," says Mark Silzer, a bison producer and FACS Chair.

"Most of the general public is unaware of the issues producers face every day. Producers working with livestock and poultry care for their animals in a responsible way, because it's our livelihood," he adds.

"Since the 'We Care' billboard 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," says Adele Buettner, FACS Executive Director.

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

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 board, are attached and accessible at www.facs.sk.ca.

As is traditional with FACS, the 'We Care' campaign is a collaborative effort. In 2011, our supportive partners are the: 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; and Saskatchewan Ministry of Agriculture.

For further information, please contact:

Mark Silzer
FACS Chair
306.682.4922

Adele Buettner
FACS Executive Director
306.249.3227



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

On our farms ... we care



Saskatoon:

Warman Road opposite Primrose Drive - June 20