



Farm Animal Council of Saskatchewan Inc.

MEDIA RELEASE

For Immediate Release

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FACS Expands 'We Care' Billboard Campaign

Billboards depicting the ongoing dedication of Saskatchewan producers to responsible animal care are expected to reach even more people this year.

The Farm Animal Council of Saskatchewan (FACS) expanded the 'We Care' campaign by adding new billboard locations and extending the timeframe to May through November from last year's June through September.

The 2011 campaign launches this week with images of dairy, chicken, egg and horse producers with their well-cared for animals. Billboards featuring pork, bison and beef producers follow the weeks of May 30, June 13, and June 20, respectively.

"FACS once again collaborates with commodity groups to show the reality of modern agriculture involving Saskatchewan producers and ranchers committed to providing the best care for their livestock and poultry 24/7," says Adele Buettner, FACS Executive Director.

With talk about the aging farm population, producers Gerard Fehr and his siblings, Vincent Fehr and Kaylin Wiens agreed to participate to proudly show that staying on the farm appeals to younger generations.

All three work on the family farm near Hague, where they grew up. They've experienced considerable positive changes in the ways of ensuring responsible animal care, as White Feather Poultry Farm grew from 20,000 laying hens to 60,000 laying hens, 45,000 chicks, plus a beef cattle herd.

Since the first 'We Care' billboard appeared in 1996, the campaign has evolved into one of FACS' most anticipated and high profile activities. It is the largest multi-commodity CBS Outdoor campaign in Canada.

A total of 35 billboards, plus one superboard, serving as the face of Saskatchewan animal agriculture will be erected at strategic locations in and around Regina, Moose Jaw, Saskatoon, North Battleford and rural locations. Details of the locations and schedules, along with images of the board, are attached and accessible at www.facs.sk.ca.

FACS thanks our 2011 campaign partners: 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 the 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

On our farms ... we care



Saskatoon:

Warman Road opposite Primrose Drive - June 20