



A Jim Pattison business



Media Release

Save-On-Foods teams up with 4-H to expand youth clubs across Western Canada

(October 15, 2020 – Langley, B.C.) Western Canada’s largest grocery retailer, Save-On-Foods, is partnering with the 4-H programs in British Columbia, Alberta, Saskatchewan, and Manitoba to help connect young leaders of tomorrow with 4-H youth clubs in hundreds of communities.

“We are proud to support 4-H in its mission to develop the next generation of Canadian leaders by helping them connect with more of their neighbours in our stores from B.C. to Manitoba,” said Save-On-Foods president Darrell Jones. “Supporting local has always been important to Save-On-Foods, and we are thrilled to help 4-H get its program in urban centres through the support of our stores.”

4-H in Western Canada has hundreds of clubs registered in B.C., Alberta, Saskatchewan, and Manitoba, and holds a combined membership of over 13,000 members.

“We are extremely excited about all the possibilities that come with this new Western Canadian partnership and the opportunity to work with our colleagues in 4-H in Alberta, Saskatchewan, and Manitoba. What a great way to facilitate the engagement and empowerment of our youth members,” stated Aleda Welch, manager of 4-H BC. “Save-On-Foods is committed to supporting local businesses, farmers, and ranchers, and together, we are dedicated to growing the next generation of business and community leaders. On behalf of my 4-H colleagues and partners in Western Canada, I am proud to announce how pleased we are to join in this generous partnership with Save-On-Foods and that we look forward to giving back to communities across Western Canada.”

Save-On-Foods will support 4-H communities in Western Canada through a variety of funding, engagement, and activation opportunities throughout the duration of their partnership.

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About Save-On-Foods

Save-On-Foods is committed to Going the Extra Mile for customers in every community served, every day. Known for its unique approach in customizing each store to best suit the needs of the neighbourhood by carrying more than 2,500 locally-made products from more than 2,000 local growers and producers, the company has been innovating and putting customers first for over 100 years. Save-On-Foods, its supplier partners, team members and generous customers have donated more than \$30 million to children’s hospitals and contribute \$3 million in donations to food banks across Western Canada each year.

About 4-H in Western Canada

4-H BC

4-H BC is one of Canada’s leading youth organizations committed to developing young people who are empowered leaders with the skills to make positive changes in all communities across British Columbia. Through the efforts of our world class volunteers and a team of dedicated staff we are able to deliver top notch youth development programming that equips and prepares our youth members to become the leaders of tomorrow. 4-H BC is proud to partner with 4-H Canada in providing national and international travel opportunities that contribute to our youth members’ growth and future success.



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4-H Alberta

4-H Alberta is the new streamlined youth development body that combines the former three-party organizations that operated 4-H in Alberta; the 4-H Council of Alberta, the 4-H Foundation of Alberta, and the 4-H Section of Alberta Agriculture and Forestry.

4-H Alberta was developed after extensive consultation with Alberta's 4-H community. It involves a new governance, structure and operating model that is efficient and effective, and supported by a modernized constitution/by-law alignment to coordinate 4-H staff and volunteer roles, and build operational harmony for the growth of the 4-H youth leadership program in Alberta.

4-H Saskatchewan

4-H Saskatchewan is a project-based youth organization. Since 1917, 4-H Saskatchewan has been providing programming for our provinces' youth, encouraging them to use their head, heart, hands and health for the betterment of their clubs, communities, country and the world. We are dedicated to the growth and development of our members, leaders, volunteers, and staff through our motto "Learn to Do by Doing."

4-H Manitoba

Our Mission: Building leadership in youth and adults through unique, practical experiences.

Our Vision: A vibrant program blending tradition and innovation for a quality experience.

Our goal: Ongoing positive youth development. We are 750 volunteers and 2000 members-strong across the province who pledge HEAD, HEART, HANDS and HEALTH to serve our clubs, communities, country and the world. Together we inspire and celebrate individual achievement, foster an international spirit and encourage youth towards global leadership and citizenship. We "Learn To Do By Doing"!

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