



Media Release

285 Fountain St. S, Cambridge, ON N3H 1J2

For Immediate Release
Contact: Jason French
Tel: 519-653-6180
branch@ontario.holstein.ca

TD CANADA TRUST AGRICULTURAL SERVICES ACHIEVES NAMING RIGHTS TO THE “TD CANADIAN 4-H DAIRY CLASSIC”

Cambridge, ON October 19, 2011 – a new chapter has begun with TD Canada Trust officially attaining naming rights to the elite dairy youth show, held each November at the time of the Royal Agricultural Winter Fair.

The 4-H dairy youth show at the Royal Agricultural Winter Fair has evolved over time and has been associated with some outstanding sponsors. TD Canada Trust has solidified their support of the show by taking on the naming rights of the Classic. The show will now be known as the “TD Canadian 4-H Dairy Classic” and will continue to be co-sponsored by TD Canada Trust, Kubota Canada, Holstein Canada and the partners of the Semex Alliance.

“TD has been building relationships with Canadian farmers and Agriculture organizations for over 150 years. We recognize that a healthy farm industry is vital to the overall health and prosperity of Canada. As such, we are proud to add our name to the Canadian 4-H Dairy Classic. It is a perfect fit alongside our commitment to other future leaders and development initiatives like the annual 4-H Youth Leadership Congress held at the Royal Agricultural Winter Fair and the Advanced Agricultural Leadership Program.” States Craig Bremner, VP, Agriculture Services, TD Business Banking.

Bert Stewart, Chairman of the TD Canadian 4-H Dairy Classic, extended his gratitude to TD Canada Trust. *“The Classic has always been the Olympics for the 4-H dairy members across the country and has been a key reason why these young people stay in 4-H. We value all of our sponsors and especially the support of TD Canada Trust.”*

With the development of the new name, a revised logo has been created and will be available for competing counties, regions and provinces to use in preparation for the show. Please contact the Ontario Holstein Branch for any questions regarding the logo and administration of the show.