



News Release

FOR RELEASE ON NOVEMBER 1, 2011

“I Believe in the Future of Ag” campaign launches with \$87,000 challenge grant.

(Lincoln, Neb.) - Sixteen corporate sponsors have created the largest challenge grant for the Nebraska FFA Foundation’s annual *I Believe in the Future of Ag* campaign to date. Agriculture and FFA supporters and local FFA chapters across the state are challenged to match the \$87,000 challenge grant by donating funds to their local chapter at local sponsoring co-ops, the Nebraska FFA Foundation’s website or obtaining donation card from their local FFA chapter members.

“The I Believe in the Future of Ag campaign allows for a very unique way to support not only your local FFA chapters, but FFA across the state of Nebraska.” Kent Thompson, Nebraska FFA Foundation Board President says. “Resources collected will have a direct impact on our number one priority - young people in agriculture.”

The funds raised from the I Believe in the Future of Ag campaign will be split between the local chapters and the Nebraska FFA Foundation. At the local level, the funds will support local FFA chapters with leadership programming, community service activities, and other innovative projects that promote agriculture. The other funds, at the state level, will be used to support statewide programs, grow the capacity of FFA chapters - both current and potential new chapters - and ensure leadership for the organization into the future.

The local campaign will launch on November 1, 2011 and run through January 21, 2012.

To participate, contact your local location manager representative or go to www.neffafoundation.org.

For more information about the campaign, contact Stacy Agnew, Nebraska FFA Foundation Executive Director, at 402-472-5846 or stacy@neffafoundation.org.

The mission of the Nebraska FFA Foundation is to enhance quality agriculture education/ FFA programs in order to achieve excellence in leadership development, curriculum innovation and scholastic advancement of students.