



Another Successful Summer in the Skies for Farmers Feed Cities! and 4-H Ontario.

Blenheim, ON [November 23, 2009] – The skies are turning dark and grey much earlier this time of year, however; for eight weeks this summer our skies were anything but grey. They were filled with bright yellow, the colour of the Farmers Feed Cities! and 4-H Ontario Harvest Balloon.

The balloon toured across Southern Ontario and some parts of Michigan over a course of eight weeks, stopping at both rural and urban community events like the Harrow Fair, Mitchell Corn Fest and Chatham-Kent's United Way kickoff, in hopes of drawing attention to the important role our agricultural industry plays in creating a safe sustainable food source for all of us.

“Hyland Seeds is passionate about agriculture and about creating partnerships with organizations that share that passion,” says Marg Speller, Communications Manager, Hyland Seeds. “That is why the Harvest Balloon tour is in support of Farmers Feed Cities! and 4-H Ontario. Many people take their food for granted and these organizations are helping to showcase the important role farmers play in putting food on our tables, as well as supporting the next generation of famers.”

The balloon took flight 59 times over the course of the eight-week tour and visited 38 different towns. Local interest and support was generated as countless people watched the 65-foot hot air balloon float through the sky.

“Each year that the Harvest Balloon is in the air, the Farmers Feed Cities! message reaches more and more people,” says Jenny Van Rooy, Farmers Feed Cities! campaign coordinator. “The balloon helps to create a stronger link between our rural and urban communities and reminds all of us that our rural counterparts are in need of our support.”

“For 4-H Ontario, the balloon tour generates a considerable amount of interest and support and is allowing our message to reach young people who might not otherwise know about the 4-H program. We are happy to continue being a part of such a great promotion of agriculture,” says Andrew Moore, Marketing & Events Coordinator, 4-H Ontario.

The Harvest Balloon campaign is expected to take flight once again in the summer of 2010. To view some of the spectacular photos taken by Harvest balloon passengers from this year's tour, visit www.harvestballoon.com.

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