



BUILDING

For Immediate Release

**Partnerships Helping to Raise Agricultural Issues to New Heights
The Farmers Feed Cities! and 4-H Ontario Harvest Balloon is once again taking to the
skies in an effort to highlight the importance agriculture plays in all our lives.**

Blenheim, ON [August 4, 2009] – A 65-foot yellow hot-air balloon is hard to miss and that’s exactly what Hyland Seeds is counting on when it launches the 4-H Ontario and Farmers Feed Cities! Harvest Balloon for its eight-week tour across Southern Ontario.

“This is our third summer in the skies and each year the balloon helps to increase the exposure of our partners, Farmers Feed Cities! and 4-H Ontario,” says Marg Speller, Communications Manager, Hyland Seeds. “These important organizations are supporting our next generation of Ontario farmers, showcasing the important role farmers play in putting food on our tables and helping to build stronger connections between our rural and urban communities. Hyland Seeds is proud to fly the Harvest Balloon in support of these exceptional organizations.”

The Harvest Balloon is a unique and innovative way to draw attention to important agricultural issues and spread the message of Farmers Feed Cities! “Building public awareness of the issues that farmers are facing is critical and the harvest balloon definitely brings our message to the forefront, and hopefully encourages people to learn a little more about the agricultural industry,” says Scott Allison, Farmers Feed Cities! Campaign Coordinator.

“The partnership with Hyland Seeds and the Harvest Balloon was a natural fit for us,” says Andrew Moore, Marketing & Events Coordinator, 4-H Ontario. “As an organization, we are committed to providing Ontario’s youth with an awareness of opportunities in the agricultural industry and the harvest balloon is a great avenue to promote not only 4-H Ontario but the agricultural industry as a whole.”

The Harvest Balloon is scheduled to make appearances at many rural and urban events across Ontario including Canada’s Outdoor Farm Show, various fall fairs and community events. The flight path for the harvest balloon is scheduled to begin in Brunner on August 10, 2009. For a full flight and event schedule, please visit www.harvestballoon.com

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