



**NEWS RELEASE**

**September 26, 2016**

**For Immediate Release**

**EDITOR'S NOTE:** Members of the media may contact Jeannette Rea-Keywood, Rutgers 4-H Youth Development by phone at 609-898-0928, ext. 11 or by email at [reakeywood@njaes.rutgers.edu](mailto:reakeywood@njaes.rutgers.edu)

**NATIONAL 4-H PAPER CLOVER CAMPAIGN SET FOR OCTOBER 5-16**

National 4-H Council announced the launch of the fall 2016 *4-H Paper Clover Campaign* in partnership with Tractor Supply Company (TSC). This event marks the seventh year of collaboration between the organizations on the national in-store fundraiser, benefiting 4-H programming in New Jersey.

The fall 2016 *4-H Paper Clover Campaign* will take place October 5-16, 2016. Shoppers at any of the 13 Tractor Supply Company stores located in New Jersey will have the opportunity to support the New Jersey 4-H Program by choosing to purchase paper clovers for a \$1 or more at the checkout. All funds raised will be donated to 4-H and will support scholarships for 4-H camp and leadership experiences in New Jersey.

“For many years, the Paper Clover fundraiser has allowed us to provide thousands of 4-H youth across the country greater access to 4-H programs,” said Jennifer Sirangelo, president and CEO, National 4-H Council. “We are thrilled about our continued partnership with Tractor Supply Company as it drives the excitement of local community participation and support for 4-H programs, and therefore the success of the *4-H Paper Clover Campaign*.”

Last year, across 49 states, the TSC *4-H Paper Clover Campaign* provided more than \$1.8 million to 4-H across the country. All proceeds raised directly benefit 4-H, with 90 percent of funds being returned to state and local 4-H programs.

“The Paper Clover fundraiser is a significant part of Tractor Supply Company’s support of 4-H programs throughout the 1,500 communities we serve,” said Christi Korzekwa, Senior Vice President, Marketing, Tractor Supply Company. “We are proud to be able to provide essential funding to state 4-H programs. These programs make a positive impact on young people that last a lifetime. The continued success of the Tractor Supply Paper Clover fundraisers demonstrate the importance of our 4-H partnership with our customers, team members and communities.”

4-H clubs will have displays and demonstrations daily throughout the campaign period (October 5-16). New Jersey Tractor Supply Company stores are located in Allentown, Blairstown, Bridgeton, Flanders, Hillsborough, Little Egg Harbor, Pilesgrove, Ringoes, Sicklerville, Southampton, Sussex, Vineland and Washington.

The 4-H Youth Development Program is part of Rutgers Cooperative Extension, a unit of the New Jersey Agricultural Experiment Station. 4-H educational programs are offered to all youth, grades K-13(one year out of high school), on an age-appropriate basis, without regard to race, religion, color, national origin, ancestry, sex, sexual orientation, gender identity and expression, disability, atypical hereditary cellular or blood trait, marital status, domestic partnership status, military service, veteran status and any other category protected by law.

For more information about the New Jersey 4-H Program, administered by Rutgers Cooperative Extension visit the website at <http://nj4h.rutgers.edu>. Find us on Facebook at [www.facebook.com/NewJersey4H](http://www.facebook.com/NewJersey4H)

###