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# FARM JOURNAL FOUNDATION

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*For more information contact:*

Lesly Weber McNitt

Director of Government Relations and Program Development

Telephone: (202) 266-0441

Email: [lwmcnitt@farmjournal.com](mailto:lwmcnitt@farmjournal.com)

## For Immediate Release

### **Farm Journal Foundation Announces Sponsorship of 2014 National Agriculture Day**

Washington, D.C. (March 6, 2014)—Farm Journal Foundation is pleased to announce a formal sponsorship of the National Ag Day celebration on March 25, 2014, in Washington, D.C. In addition to its Partner level sponsorship, the Farm Journal Foundation's anti-hunger platform, Farmers Feeding the World, will host its flagship education and advocacy program, the HungerU Tour, in Washington, D.C. During the Ag Day events, the Foundation will also kick off its Farm Team program.

"Our focus as a foundation is to rally a diversity of voices to fight hunger and spread awareness about the important role agriculture will play in alleviating world hunger. This event is an exciting way to interact with a diverse group of stakeholders and engage them with our unique outreach and advocacy efforts," said Charlene Finck, President of the Farm Journal Foundation.

The theme of this year's activities, "Agriculture: 365 Sunrises and 7 Billion Mouths to Feed" provides the perfect backdrop for bringing the HungerU Tour to the Beltway. The traveling exhibit engages university students nationwide in a conversation about world hunger, raising awareness of this crisis and highlighting the contributions that agriculture makes in fighting hunger. Tour hosts use interactive materials and educational games to create a fun, engaging atmosphere of critical thinking and dialogue about the global hunger crisis and drive students to take action. Visitors are given the opportunity to join the thousands who comprise the cutting-edge national advocacy network so they can stay informed about hunger issues and take action to fight global hunger. Supported by DuPont Crop Protection, SFP and the Bill & Melinda Gates Foundation, HungerU has traveled to 32 colleges and universities since the innovative awareness campaign launched in fall 2012. This semester, the Tour is scheduled to visit 16 universities, as well as National Ag Day. For more information, see [www.HungerU.com](http://www.HungerU.com).

During the Ag Day celebration, the Foundation launches its new Farm Team program, an education and advocacy outreach effort that empowers visiting producers who are passionate about fighting world hunger to engage with their representatives in Washington. The Farm Team unites farmer voices in a rallying cry against hunger to raise political awareness about global hunger and agriculture's response while inspiring continued U.S. leadership on these issues.

Focused on increasing public awareness of agriculture's vital role in society, the Ag Day celebration includes events and activities that engage the general public, policymakers, mainstream media, universities, youth and the business community. More information can be found at: <http://www.agday.org>.

#### **About the Farm Journal Foundation**

The Farm Journal Foundation is a nonprofit corporation dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment. Farmers Feeding the World is a platform dedicated to rallying the agricultural community around the fight against world hunger. The Foundation's approach includes bringing together extensive partnerships to elevate the next generation's understanding of the connection between expanding global nutritional needs and advanced agriculture's capacity to meet those needs. For more information, please visit [www.FarmersFeedingTheWorld.org](http://www.FarmersFeedingTheWorld.org).