



*For more information, contact:*  
Charlene Finck, President  
Farm Journal Foundation  
Phone: (573) 581-9642  
Email: [cfinck@farmjournal.com](mailto:cfinck@farmjournal.com)

## **For Immediate Release**

### ***Buffett Foundation Partners with Drovers to Raise \$2+ Million for Wildfire Relief***

Philadelphia (April 21, 2017)—Drovers, a Farm Journal Media franchise, and the Farm Journal Foundation proudly announced today acceptance of a historic challenge by global philanthropist and American farmer-rancher Howard G. Buffett to raise at least \$2 million to help ranching victims of the devastating wildfires that burned 1.6 million acres in Kansas, Texas, Oklahoma and Colorado last month. Starting today, all monetary donations to the new **Drovers/Farm Journal Foundation Million Dollar Wildfire Relief Challenge** will be matched, dollar-for-dollar, by the Howard G. Buffett Foundation, up to \$1 million.

“This is a once-in-a-lifetime disaster that left ranchers with both immediate and longer-term needs to rebuild what they’ve lost,” said Howard G. Buffett, Chairman and CEO of the Howard G. Buffett Foundation, and also part of the ranching community in southeast Arizona. “We are pleased to partner with Drovers and the Farm Journal Foundation in this recovery effort and hope our matching contribution pledge inspires others to show their support.”

While the agricultural community rallied around those impacted by delivering hay and other in-kind contributions, the more protracted—and expensive—job of rebuilding has just begun. For example, an estimated 18,000 miles of fencing needs to be replaced at a cost of up to \$10,000 a mile.

“We’re honored to be able to join forces with the Buffett Foundation to help ranchers when they need it most,” said Charlene Finck, Chief Content Officer of Farm Journal Media and President of the Farm Journal Foundation. “The outpouring of in-kind donations from farmers and ranchers helped ease the shock of the devastation, but the ranchers impacted are only beginning their long journey of recovery.”

All donations will be administered through the Working Ranch Cowboys Association, a respected national nonprofit dedicated to assisting working ranch cowboys and their families in times of need. To learn more visit [www.WildfireReliefFund.org](http://www.WildfireReliefFund.org), a special website launched today to help you track wildfire relief efforts and keep up to date on the ranchers’ continuing story.

#### **About the Howard G. Buffett Foundation**

The Howard G. Buffett Foundation has committed over \$1 billion since its inception in 1999 to catalyze transformational change to improve the world and the lives of the most impoverished and marginalized populations. We see the Foundation’s resources as the rare risk capital that can be deployed to create change in even the most difficult of circumstances. We invest our funding in three main areas: global food security; conflict mitigation; and public safety.

#### **About Drovers**

Drovers, the trusted information partner to farmers and ranchers since 1873, has unprecedented reach across the industry delivered through the multi-media platforms of Farm Journal Media. Our print magazine reaches

250,000 cattlemen, the largest coverage of any national cattle magazine, while the Drovers brand delivers daily news and market information on Drovers.com, newsletters, CattleExchange, AgriTalk radio, and AgDay TV.

**About Farm Journal Foundation**

The Farm Journal Foundation is a 501(c)3 organization that works with U.S. farmers, ranchers and next generation populations to inform and engage national level policymakers on the important role that the United States can and should play in addressing global food security.