



WISCONSIN 4-H FOUNDATION

Wisconsin 4-H Foundation

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FOR IMMEDIATE RELEASE

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CASE IH AND NEW HOLLAND AGRICULTURE, BRANDS OF CNH INDUSTRIAL, SUPPORT WISCONSIN 4-H

Organization commits to support 4-H leadership development programs

Madison, Wis. (January 25, 2017) – The Wisconsin 4-H Foundation announced today that Case IH and New Holland Agriculture, brands of CNH Industrial, have joined the ranks of Silver Clover Corporate Sponsors of the Foundation.

“Case IH is very supportive of the important work that Wisconsin 4-H does to help teach, protect, promote and defend agriculture. We especially commend the thousands of adult volunteers who serve as mentors and role models and make this organization so successful” says Dan Danford, Public Relations & Sponsorship Manager, North America.

Case IH is recognized as a global leader in powerful, reliable and highly efficient equipment that helps professional farmers meet the challenges of modern farming. New Holland Agriculture has been helping farmers to improve their productivity and efficiency since 1895, and offers a complete agricultural equipment product line, specializing in livestock, hay & forage, small seed crops, orchards and vineyards.

Chun Woytera, Senior Director of Marketing, New Holland North America adds, "New Holland is proud to support the Wisconsin 4-H Foundation. The next generation of Ag industry is inspired by the 4-H organization. We at New Holland look forward to the opportunity to cultivate a passion for agriculture starting from a young age hand-in-hand with 4-H."

“The Foundation couldn’t be more pleased with Case IH and New Holland’s support. Their generosity continues the Foundation’s mission to invest in the positive development of 4-H youth,” shares Brenda Scheider, Director of the Wisconsin 4-H Foundation. “With our strong emphasis on STEM, workplace readiness and leadership development, Wisconsin 4-H is a great fit with Case IH and New Holland Agriculture.”

As one of Wisconsin’s largest youth development organizations, Wisconsin 4-H is empowering the next generation of leaders. Since 1914, 4-H has grown from a rich history of agricultural clubs that helped the University of Wisconsin-Extension connect families to research-based advancements in farming technology and techniques. Today’s 4-H still boasts strong programs in agriculture and animal science and has grown to include science, leadership, healthy living and communications programming that will help Wisconsin youth build a healthier and more prosperous future.

The Wisconsin 4-H Foundation, based in Madison, Wisconsin, provides essential funding for 4-H programs throughout Wisconsin. By partnering with individuals, corporations and foundations, the Foundation supports more than 150,000 youth who take part in various 4-H leadership, developments, and community-building activities throughout the state. Learn more about the Wisconsin 4-H Foundation by visiting www.Wis4HFoundation.org.

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