**Contact:** [insert name], [insert title]

[insert telephone number], [insert E-mail address]

**For Immediate Release**

 **4-H and Tractor Supply Kick Off Fall Paper Clover Campaign in [ENTER COUNTY/STATE]**

*Visit your local Tractor Supply this fall and purchase a paper clover to help [INSERT COUNTY] 4-H members attend 4-H camps and leadership events.*

*City, State* (October XX, 2018) – Every year, 4-H’ers in (INSERT COUNTY) participate in a number of 4-H programs to help improve their knowledge and leadership skills. This fall, local (INSERT COUNTY) Tractor Supply stores are continuing their long-standing partnership with 4-H for the 2018 Fall Paper Clover Campaign to make it possible for more youth in the community to experience 4-H’s youth-led, hands-on programming.

October 3-14, 2018 (INSERT COUNTY) Tractor Supply customers can participate in the 2018 Fall Paper Clover campaign by purchasing paper clovers for $1 or more at checkout. The funds raised will be awarded as scholarships to individual (INSERT COUNTY) 4-H members wishing to attend 4-H camps and leadership conferences. The number of scholarships distributed to students following the fall campaign will be determined based on the total amount raised.

(OPTIONAL: INSERT QUOTE FROM LOCAL 4-H REP)

Since it began in 2010, the partnership between Tractor Supply and 4-H has generated more than $11,000,000 nationwide in essential funding. The Paper Clover fundraiser, which takes place in the spring and fall, raised over $981,000 nationwide and over $75,500 in California during the Fall 2017 campaign. The fundraising effort directly supports numerous 4-H programs in (INSERT COUNTY).

**About 4-H:**

4-H, the nation’s largest youth development and empowerment organization, cultivates confident kids who tackle the issues that matter most in their communities right now. In the United States, 4-H programs empower six million young people through the 110 land-grant universities and Cooperative Extension in more than 3,000 local offices serving every county and parish in the country. Outside the United States, independent, country-led 4-H organizations empower one million young people in more than 50 countries. National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture (NIFA) within the United States Department of Agriculture (USDA).

Learn more about 4-H at [www.4-H.org](http://www.4-h.org/), find us on Facebook at [www.facebook.com/4-H](http://www.facebook.com/4-H) and on Twitter at <https://twitter.com/4H>.

**About the University of California 4-H Youth Development Program:**

The University of California 4-H Youth Development Program is open to all youth age 5 through 19 years. More than 109,000 youth and almost 14,000 adult volunteers participate in 4-H throughout California. The program is delivered through the Cooperative Extension offices of the University of California Division of Agriculture and Natural Resources (UC ANR), a statewide network of the University of California. UC ANR researchers and educators draw on local expertise to conduct agricultural, environmental, economic, youth development and nutrition research that helps California thrive. Learn more at [ucanr.edu](http://ucanr.acemlna.com/lt.php?s=f9a863257606380af3cef0d64461502a&i=330A371A1A3015).

Learn more about California 4-H at [4H.ucanr.edu](http://4h.ucanr.edu/), on [Facebook](https://www.facebook.com/california4H/) and [Twitter](https://twitter.com/California4H).

**About Tractor Supply**

Founded in 1938, Tractor Supply Company is the largest rural lifestyle retail store chain in the United States.  At July 1, 2017, the Company operated 1,630 Tractor Supply stores in 49 states and an e-commerce website at [www.tractorsupply.com](https://www.globenewswire.com/Tracker?data=9RteyhjQb2xQVWhmBtiWzGVw661xrciP7NtGWlV07WwmatpqZNf_0f6jDvRqfHn78n2lrXbgCQj_d4wTz9bpke-cURdVXQuubeklC5fPPwY=).  Tractor Supply stores are focused on supplying the lifestyle needs of recreational farmers and ranchers and others who enjoy the rural lifestyle, as well as tradesmen and small businesses.  Stores are located primarily in towns outlying major metropolitan markets and in rural communities.  The Company offers the following comprehensive selection of merchandise: (1) equine, livestock, pet and small animal products, including items necessary for their health, care, growth and containment; (2) hardware, truck, towing and tool products; (3) seasonal products, including heating, lawn and garden items, power equipment, gifts and toys; (4) work/recreational clothing and footwear; and (5) maintenance products for agricultural and rural use.

###