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**JOANN Stores to Grow Local 4-H Programs with Clovers for Kids Campaign March 1 – April 30, 2019**

[INSERT CITY] (March #, 2019) [INSERT STATE/COUNTY 4-H] and JOANN stores want to see more [INSERT STATE/COUNTY] kids learning by doing, creating and making. Thousands of local 4-H members, staff, volunteers and supporters will join with JOANN customers to ensure more kids get that chance through a new Clover for Kids campaign to bring hands-on 4-H programs to [INSERT STATE/COUNTY].

The Clovers for Kids campaign kicks off in 865 JOANN stores nationwide March 1 and will extend through April 30. Supporters will have a chance to show their support by purchasing $1 and $4 Paper Clovers to equip local Clubs with resources to reach more kids in need. With the $4 Paper Clover, customers will also receive a coupon for $4 off their next purchase.

Studies show that many students lose their natural love of learning somewhere between kindergarten and their senior year of high school. When more [INSERT STATE/COUNTY] youth have access to local 4-H programming, they will participate in hands-on projects where they can design, create and make for themselves. These experiences are proven to rekindle a love of learning and produce a variety of benefits – from strengthening their creativity and imaginative thinking to improving their motor skills, coordination and self-esteem.

Proceeds from the Paper Clover campaign will directly support California 4-H State Field Day competitions. State Field Day is the largest and most comprehensive event for California 4-H members and families. It includes state level competitions such as State Fashion Revue, presentations, robotics, horticulture, photography, and more. New this year is a Livestock Quiz Bowl for teams from 4-H and FFA.

To learn more about the national partnership, visit [www.4-h.org/JOANN](http://www.4-h.org/JOANN) or contact California 4-H at 530-750-1334.

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**About 4-H**

4-H, the nation’s largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. 4-H is the youth development program of our nation’s Cooperative Extension System and USDA, and serves every county and parish in the U.S. through a network of 110 public universities and more than 3000 local Extension offices. Globally, 4-H collaborates with independent programs to empower one million youth in 50 countries. The research-backed 4-H experience grows young people who are four times more likely to contribute to their communities; two times more likely to make healthier choices; two times more likely to be civically active; and two times more likely to participate in STEM programs.

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 142,200 youth and more than 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 JOANN**

For nearly 75 years, JOANN has inspired creativity in the hearts, hands, and minds of its customers. From a single storefront in Cleveland, Ohio, the nation’s leading fabric and craft retailer has grown to include more than 869 stores across 49 states and an industry-leading e-commerce business. With the goal of helping every customer find their creative *Happy Place*, JOANN serves as a convenient single stop for all of the supplies, guidance, and inspiration needed to achieve any project or passion. For store locations, project ideas, and a full product offering, visit joann.com.