



FOR IMMEDIATE RELEASE

## 4-H to Raise Funds with Treats for Dogs, Cats and Horses

**Chevy Chase, MD – June 29, 2009** — Animal lovers looking for a tasty treat for a favorite pet need look to no further than their local 4-H youth. Across the country, 4-H members are now offering pet owners a variety of dog, horse and a cat treats to reward their pets, and help support their local 4-H.

Selling pet treats is unique to 4-H. Many of the 4-H's clubs and counties have successfully raised funds with 4-H branded pet treats over the past two years, and the concept has been gaining momentum. With support from National 4-H Council, several states are planning statewide sales for the fall with more to follow. "The goal is to develop an annual pet treat fundraising campaign for the benefit of the entire 4-H community," said Craven Rand, director of operations for the National 4-H Council.

According to Rand, 4-H works to integrate fundraising with 4-H curriculum to achieve both educational and financial goals for youth and for the organization. "As a youth development organization, we work hard to incorporate important life skill lessons such as goal setting and financial literacy into youth activities," Rand said.

The treats are supplied by Best In Show Pet Treats. The Louisville, Kentucky-based company has worked closely with hundreds of 4-H groups testing and refining the program. The treats will sell for \$4 per package and are 100 percent made in the USA.

As part of the annual fundraising campaign, 4-H members will also offer customers the opportunity to donate a package of pet treats to a wide variety of animal rescue organizations across the country. "4-H members have donated countless packages of pet treats to animal shelters, humane societies, horse and dog rescue groups, animal therapy organizations, police K-9 units, police mounted patrols, and even military working dogs serving in Iraq," said Jeanne Hilt, president of Best In Show Pet Treats.

With early roots in the agricultural community, 4-H is recognized for great animal care and education. In addition to those programs, however, 4-H youth also participate in national Science, Engineering, and Technology (SET) initiatives, including robotics, rocketry, GPS and National Youth Science Day. These programs are part of the organization's "One Million New Scientists, One Million New Ideas"™ program that seeks to engage one million new youth to the fields of science, engineering and technology by the year 2013.

**About National 4-H Council**

4-H is a community of more than six million young people across America learning leadership, citizenship and life skills. National 4-H Council is the private sector, non-profit partner of National 4-H Headquarters (USDA). The 4-H programs are implemented by the 106 land-grant colleges and universities and the Cooperative Extension System through their 3,100 local Extension offices across the country. Learn more about 4-H at [www.4-H.org](http://www.4-H.org).

###

Contact: **Craven Rand**, National 4-H Council, [crand@fourhcouncil.edu](mailto:crand@fourhcouncil.edu), 301-961-2818