

America's Farmers Grow Communities Media Kit



America's Farmers Grow Communities, sponsored by Bayer Fund, supports rural communities by offering farmers across the country the chance to win a \$2,500 donation to direct toward their favorite local nonprofit organization.

Purpose of Grow Communities

The purpose of Grow Communities is to make a positive impact in farm communities by partnering with farmers to support the causes that are important to them.

How does it work?

From August 1-November 1, eligible farmers can enroll for a chance to win a \$2,500 donation for their favorite local nonprofit. An eligible farmer is 21 years old or older and actively engaged in farming at least 250 acres of any crop. To enroll, farmers can go to www.AmericasFarmers.com or call the toll-free number 877-267-3332 to enter. In December, farmer winners will be randomly selected and announced in January 2020.

Program quick facts

- America's Farmers Grow Communities is sponsored by Bayer Fund.
- Since 2010, more than \$33 million has been donated to thousands of organizations across rural America.
- Any eligible nonprofit that is 501(c)(3) or 170(c) can be considered for funding.

Top 3 organizations that farmers choose

- Emergency response organizations
- Schools
- Ag youth programs

Official rules

For official rules visit:

www.americasfarmers.com/community-outreach/grow-communities-official-rules/.

Broadcast materials

For press release, interviews, or PSAs contact Eric White of Weber Shandwick at:

Phone: 312-988-2237

Email: elwhite@webershandwick.com

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Winner Testimonials



2016 winning farmer Michael White directed a \$2,500 donation to the Boys and Girls Club of Vernon.



2016 winning farmer Michael Marks, of Outagamie County WI, directed a \$2,500 donation to Hortonville-Hortonia Fire Department.

“Hearing I was selected as the winner really brightened my day. It’s been a rough year in our community, and I’m excited to be able to direct the donation to the food pantry.”

Doug Hunter of St. Clair County, Michigan directed a \$2,500 donation to the Capac Community Food Pantry

“The fire department does a wonderful job keeping our community safe. We are thrilled to have the opportunity to give back to an organization full of volunteers who take time out of their day to help.”

Remona Dew of Edgecombe, North Carolina directed a \$2,500 donation to the Princeville Volunteer Fire Department

“Groups like America’s Farmers are very important for communities like ours. There have been a lot of cuts in our 4-H program over the past few years. This funding will allow them to continue programs that had to be put on hold.”

Keith and Sue Kisling of Richland County, Ohio directed a \$2,500 donation to Richland County 4-H Committee

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More about America's Farmers

Grow Communities is part of a larger initiative called America's Farmers. The America's Farmers campaign highlights the importance of modern U.S. agriculture through communications and community outreach programs that partner with farmers to impact rural America. To learn more, visit America's Farmers at www.AmericasFarmers.com.

The outreach programs include:



America's Farmers Grow Communities gives farmers the opportunity to win \$2,500 for direct to a nonprofit organization in their local community to help feed the hungry, purchase lifesaving equipment, support ag youth programs, buy classroom resources and more.



America's Farmers Grow Rural Education works with farmers to nominate rural public school districts to compete for STEM grants. These grants support math and science education by funding projects like technology upgrades, greenhouses and laboratory equipment.



America's Farmers Grow Ag Leaders encourages rural youth to remain in agriculture and provides \$1,500 scholarships to support their education in ag-related fields of study. The scholarships are administered by the National FFA Organization. FFA membership is not required.

Since 2010, through these programs, Bayer Fund has awarded more than \$53 million to farm communities across the country.

About Bayer Fund

Bayer Fund is a nonprofit organization dedicated to strengthening the communities where Bayer customers and employees live and work by providing funding for food and nutrition, education and community development projects.