

FOR IMMEDIATE RELEASE

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The Kentucky 4-H Foundation Launches Cloverville Campaign

The Kentucky 4-H Cloverville at the Kentucky State Fair begins campaign to purchase new exhibit

The Kentucky 4-H Foundation -- in coordination with the Kentucky 4-H Program at the UK College of Agriculture, Food and Environment-Cooperative Extension Service -- is excited to announce the launch of a campaign to purchase a new Cloverville exhibit.

If you have been to the Kentucky State Fair in the last 40 years, chances are you had the opportunity to explore the famous 4-H Cloverville in the West Hall. Cloverville is an annual exhibit that creates a village where 4-Her's from all across the Commonwealth display their skills and compete for state-wide ribbons and awards.

The project categories in the Cloverville exhibit range from photography to forestry. These exhibits show off the amazing skills that are offered and developed through 4-H programming here in Kentucky.

This exhibit allows 4-H youth from all over Kentucky to show case their outstanding work all while improving the image of the Kentucky 4-H program.

Cloverville has gone through some facelifts, but the main structure has not been upgraded. After 40 years of setting up, taking down, and constantly moving the exhibit, it needs to be replaced.

In order to get the Kentucky 4-H program a new Cloverville, the Kentucky 4-H Foundation is launching the Cloverville fundraising campaign. The Foundation will seek eight major sponsors: an overall Presenting Sponsor, a Cloverville Stage sponsor and six storefront sponsors.

During the 2013 State Fair, the Foundation will have a 4-H Paper Clover promotion where fair visitors can donate \$1, put their name on a Paper Clover and hang it in the Cloverville exhibit. There will also be larger dollar amount Paper Clovers available.

Corman and Associates, Inc. of Lexington will help to design and provide the rendering for the new exhibit. The Foundation is eager to start this campaign to bring a new Cloverville to the Kentucky 4-H family in 2014.

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About Kentucky 4-H Foundation: The Kentucky 4-H Foundation exists to advance today's Kentucky 4-H Youth Development Program. The Kentucky 4-H Foundation raises funds to support Kentucky 4-H programs that provide leadership development, life skills, citizenship, and positive experiences and opportunities. Kentucky ranks in the top 10 of several 4-H enrollment categories nationwide, with 229,674 different youth involved in 4-H programs, about one of every four youth in Kentucky.