

FOR IMMEDIATE RELEASE

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Tractor Supply Company Paper Clover Campaign
Continues Support of Kentucky 4-H Youth

Lexington, KY– May 13th, 2013–The spring 2013 *4-H Paper Clover Campaign* in partnership with Tractor Supply Company (TSC) is underway. This event marks the 3rd year of collaboration between 4-H and TSC on the national in-store fundraiser, benefiting state and local 4-H programming in each of the communities where a Tractor Supply store is located.

The spring 2013 TSC *4-H Paper Clover Campaign* will take place May 8 through May 19, 2013. For the first time, shoppers at any of the 47 Tractor Supply Stores in Kentucky will have the opportunity to support 4-H locally by choosing to purchase paper clovers for a \$1, \$5, or more at checkout. All funds raised will be donated to 4-H, and will support 4-H youth development program activities at all levels.

“We want to say thank you to TSC and its customers for supporting 4-H and its 229,674 members across Kentucky,” said Keith Rogers, Executive Director of the Kentucky 4-H Foundation. “The majority of the funds raised during this promotion are provided to the local 4-H Councils and 4-H Agents to support programming, this is one way for everyone in a community with a TSC store to support our youth.”

70% of the funds raised will go to Kentucky 4-H programs with 60%-65% coming back to the counties. The county 4-H programs use these funds to support club activities and supplies, transportation to 4-H related events, awards, scholarships, and other 4-H related activities. These activities range from animal science to robotics and more.

This is the 7th Paper Clover promotion with TSC. To date, \$83,956.73 has been raised with each promotion raising more money than the previous. For the first time, the 2013 campaign will include a County Incentive Program. Any county 4-H program that participates with some kind of in-store activity during the Paper Clover promotion, and returns the participation form will be eligible to receive 100% of the funds raised above what that store raised in the 2012 Spring Paper Clover promotion. This gives 4-H'ers and 4-H volunteers an incentive to raise more money for their local 4-H programs.

Once again, funds donated during the national campaign will be tracked online and recorded by state and by store. Visit www.tractorsupply.com/4-H, for more information on the spring 2013 *4-H Paper Clover Campaign* and to view the donation tracker.

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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.

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About Tractor Supply Company: Tractor Supply Company, operates more than 1,150 stores in 45 states. Tractor Supply Company stores are focused on supplying the lifestyle needs of recreational farmers and ranchers. The company also serves the maintenance needs of those who enjoy the rural lifestyle, as well as tradesmen and small businesses. Tractor Supply Company stores are located in the outlying towns in major metropolitan markets and in rural communities. The company offers a comprehensive selection of merchandise for the health, care, growth and containment of horses, livestock and pets including select Purina and Nutrena brand feeds; a broad selection of agricultural products; and tools and hardware selected for our customers' needs. In addition, the company sells light truck equipment, work clothing for the entire family, and an extensive line of seasonal products including lawn and garden power equipment products. For more information on Tractor Supply, access the website at www.TractorSupply.com.